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WWE SMACKDOWN!

SMACKDOWN! MAGAZINE

**INAUGURAL
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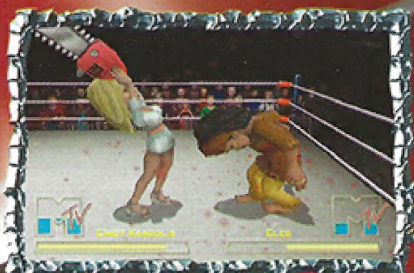
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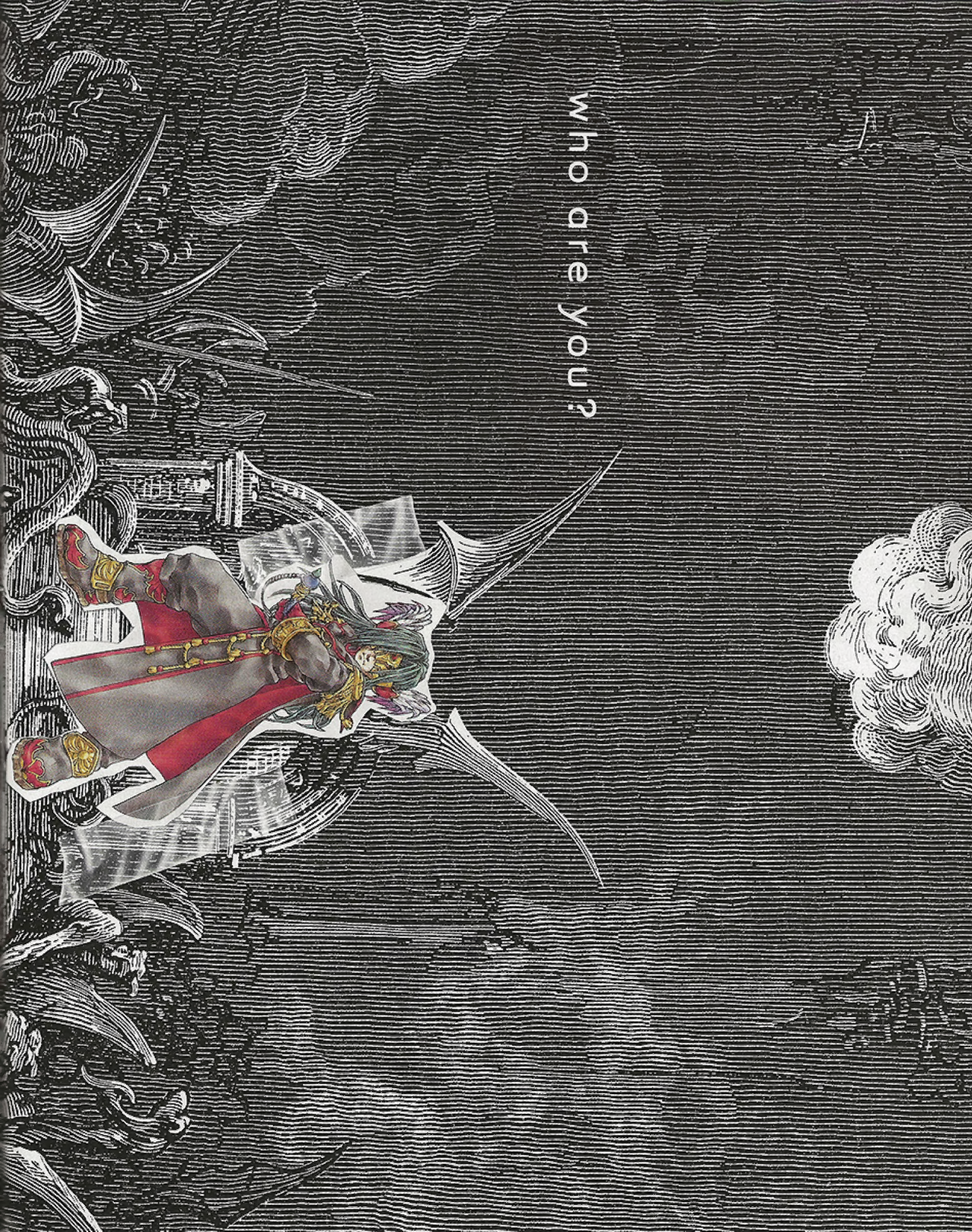


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who are you?



LETTERS

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Write us at: **WWE SmackDown! Magazine**, c/o Managing Editor, P.O. Box 3859, Stamford, CT 06905

Welcome to the First Issue!

Dear Editor,

It's been my opinion that, ever since last year's brand extension, WWE really needs a magazine exclusively devoted to *SmackDown!* After all, there's a magazine named after *Raw*. You're talking about a show that has been on the air for over four years now, and is, in my humble opinion, the best sports-entertainment show out there. I would love to see an entire mag devoted to the amazing talent this show has to offer. Make it happen, people!

Paul Morton
Via E-mail

(Editor's Note: Paul, your wish is our command! We hope you enjoy the first issue of this brand new magazine, which we've worked hard to make a reality. We realize it's a long time coming, but we're sure you'll forgive us once you check out the issue.)

Dear Editor,

I got the December issue of *WWE Magazine*, only to find a subscription card for something called *WWE SmackDown! Magazine*. What's this all about? I mean, don't get me wrong, I always loved *WWE Magazine*, but I'm wondering about this new magazine you're putting out—I mean you guys haven't brought out a new title in eight years! I'm not sure what it's all about just yet, but you can count me in! I can't wait to see what you've cooked up.

Brian Connolly
Via E-mail

(Editor's Note: Well, we're sure by now you know exactly what it's all about, Brian. We hope you aren't disappointed, and we don't think you will be. We tried to keep the new magazine a secret as long as we could, but we knew as soon as those subscription cards went out, people would be talking!)

Dear Editor,

Okay, we've got a little problem here, folks. I love *WWE Magazine*, but I've heard that you are changing things up. To quote The Hurricane, "Whatsupwitdat!?" What was wrong with the way it was? I enjoyed reading *WWE Magazine* every month to find

out what was happening in WWE. I'm not sure I like this change. I'll give it a try, but I'm going to miss *WWE Magazine*.

Julio Borges
Via E-mail

*(Editor's Note: We all loved *WWE Magazine* too, Julio. But change can be a very good thing, and we think we've improved on the situation. We're sure you'll agree once you see what we're now able to do in terms of SmackDown! coverage. Never before have we been able to give the SmackDown! Superstars the attention they deserve. Now, they have an entire magazine devoted to them exclusively (by the way, so does that other show). This gives us the chance to go even more in-depth, and to focus on Superstars and issues that may have gotten lost in the shuffle in the past. So give us a chance. Then let us know what you think.)*

Dear Editor,

I've been a fan of WWE and its magazines for 20 years now. I can remember the very first issue of *Victory Magazine* back in 1983, which eventually led to *WWE Magazine* the following year. Then, of course, there was *RAW Magazine* in 1996. For the past few years, I'd wondered if WWE would ever come out with a *SmackDown! Magazine*. I read on the web that this is about to happen. I'm really excited about it—hey, I've got all your first issues! I'm sure it's gonna rank up there with those other mags you've given us fans through the years.

Jim Lavelle
Via E-mail

*(Editor's Note: It's always good to hear from a longtime reader, Jim. And we're sure *WWE SmackDown! Magazine* is one you're going to want to add to your collection.)*

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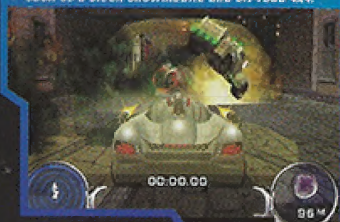
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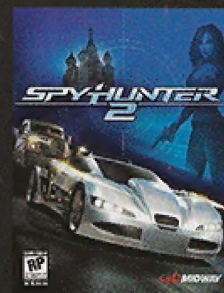
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Violence

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JAK II



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It ain't no namby pamby fairyland, pal. It's a whole new kind of evil. Crawling with ruthless dictators, backstabbing allies and blood thirsty freaks with an appetite for extra rare meat. All pansies kindly tippy toe on out of here. This requires someone with serious ass-kicking savvy. And that someone, my friend, is Jak. This time he's pissed off and battle ready, with a frighteningly large gun, get-the-hell-outta-my-way hoverboard and a nasty case of mutant powers. So please, save yourself the detached appendages and let him handle it.

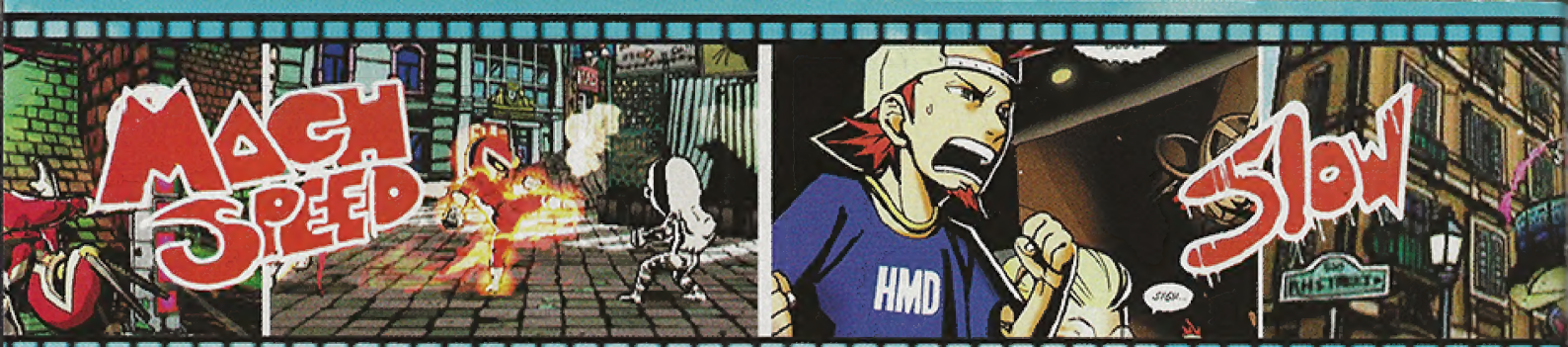


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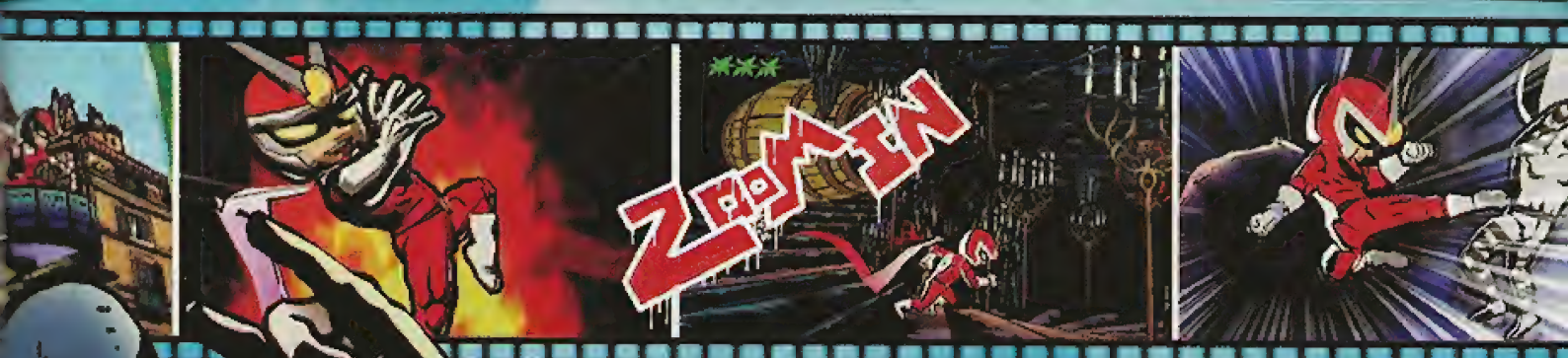
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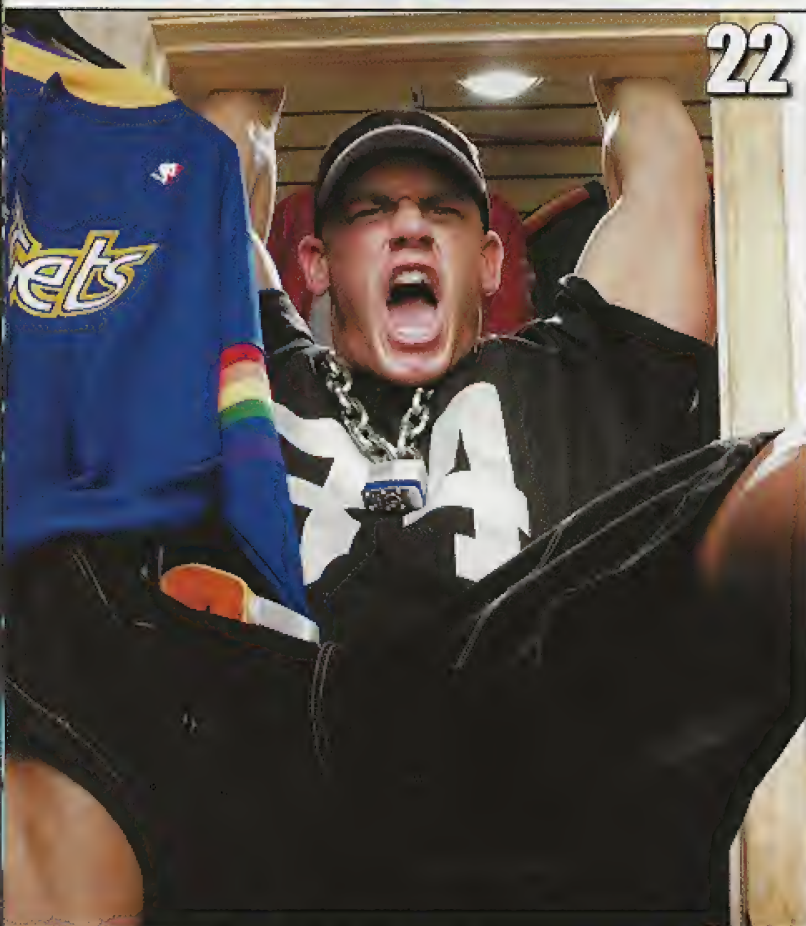
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HENSHIN-A-**GO-GO**-BABY!





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The rhymes John Cena raps on TV are more than just a cool ring entrance. Cena's a legit MC with an album due out in January. He gives us the score on his hip-hop aspirations.

30 Steel City's Favorite Son

Kurt Angle, Everyman? Believe it. He may be an Olympic Hero, but when he returns home to Pittsburgh, he's truly himself. He recently took us on a tour of his hometown, and talked about what it was like growing up there.

38 Hurts So Good

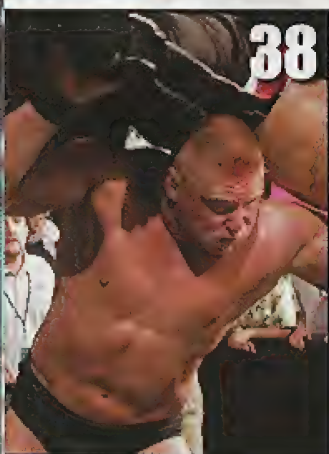
When it comes to bringing the pain, there's no one who enjoys his job as much as Brock Lesnar. We recently got in touch with Brock, and he explained to us exactly why he gets such a kick out of mayhem and destruction.

50 Calgary's Wrestling King

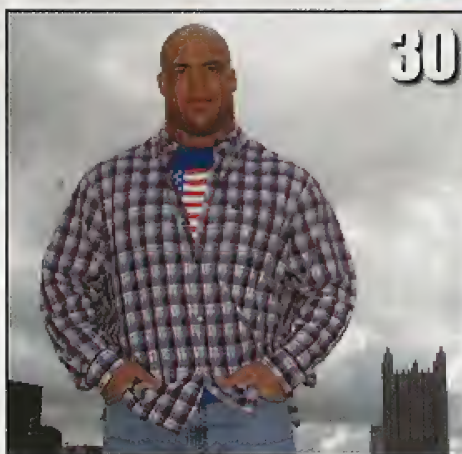
The passing of Stu Hart marked the end of an era in wrestling. We take a look back at this amazing figure, complete with comments from the many ring greats he trained for the sport.

54 Merciless

Get all the results and exclusive pics from October's SmackDown! extravaganza, No Mercy!



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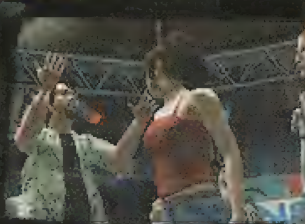
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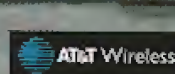
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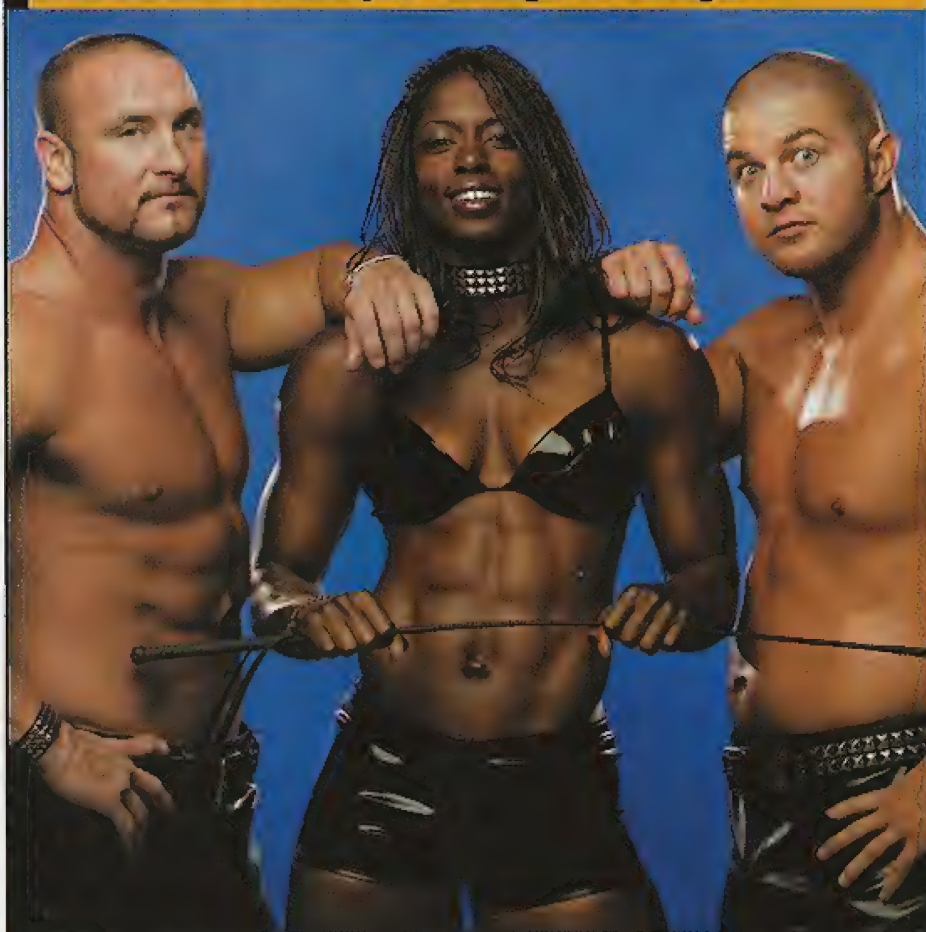
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NEVERSOFT
ACTIVISION

Fasten your seatbelts kids, and welcome to the first installment of "Smack Talk," the place to come to find out what's really going on in the *SmackDown!* locker room. Forget what you hear elsewhere, because every month, we've got you covered for rumors, gossip and other assorted tidbits that you won't find anywhere else.

Bashams to Shaniqua "Enough is Enough!"



Has Shaniqua's sadistic style gotten to be too much for the Basham boys to handle? It's no secret that the Amazon is a believer in "tough love" when it comes to keeping her charges in line, and the brothers may be ready to put their collective foot down.

"In the beginning, they didn't care. They were just happy to be on the *SmackDown!* roster," said a friend of the Basham family. "But I think they're finally fed up. They told me if she keeps pushing them, they might have to give her a taste of her own medicine." ■

Rhyno's Regret?

When Rhyno turned his back on Chris Benoit last summer, it was violent, vicious and seemingly without remorse. But the "Man-Beast" may be thinking twice about the rashness of his actions. He was recently spotted commiserating with old friends at a low-key bar near his native Detroit. Although no details could be ascertained, Rhyno was upset about something he did recently, and Benoit's name was mentioned repeatedly. Could it be that Rhyno feels badly for putting the boots to his onetime friend? Does he miss the cheers of the crowd? With two men as proud as Rhyno and Benoit, as sad as it sounds, this situation may never be resolved. ■

For Undertaker, the Dark Side Beckons

For four years now, Undertaker has been doing just fine as a bike-riding bad ass, but long-time fans remember a different Undertaker: an Undertaker dressed in gothic black and purple, with the forces of darkness at his beck and call. It seemed like that Undertaker truly was dead and gone, but is the former "Phenom" looking to break out the hat and spats once again? There are some who believe the Deadman is looking to add a little spark to his career and reclaim his spot as the most talked about Superstar in WWE. A return to the graveyard may be just what the doctor ordered. ■

Noble & Nidia on the Rocks?

Well, it had to happen eventually. It looks like the well may be running dry for Jamie Noble and Nidia, who came into a ton of money last April when Jamie's rich uncle kicked the bucket. With the way these two have been spending money, it's a wonder it lasted *this* long. A well-placed source informed us that Nidia has been spotted selling off some of her prized fake fur coats, so things must be getting bad. Jamie Noble recently purchased a copy of Bradshaw's investment guide *Have More Money Now*, so there's always a chance he can turn things around before it's time to give up the double-wide. ■

Dawn Marie Likes it Raw



Recently spotted at an exclusive uptown Manhattan sushi restaurant were none other than Japanese Superstar Funaki and the luscious Dawn Marie. It would appear that the widow of the great Al Wilson has gotten over her hubby's untimely demise and is on the make for a new sugar daddy. Although many may not realize it due to his role as *SmackDown!*'s No. 1 announcer, Funaki is actually the scion of a highly influential family in the Land of the Rising Sun. Those on hand report that the two seemed to be very into each other as they sampled the *sashimi*, *hamagori* and other culinary delicacies. Romance in bloom? Indeed! ■

Battle of the Billys



Torrie Wilson may be gallivanting with Billy Gunn these days, but is there something going on behind "Mr. Ass's" back? *SmackDown! Magazine* has learned there may be trouble in posterior paradise. Some time ago, viewers learned that Torrie and Billy Kidman were once involved, although that seemed to be over. But is it? Recently, there've been indications that Wilson and Kidman have renewed their relationship. If this is true, the other Billy is oblivious. Maybe Wilson and Gunn's relationship is strictly platonic. After all, isn't this the same guy who was set to make Chuck Palumbo his "life partner" last year? ■

It's About Damn Time

By now, you realize that you are holding the premiere issue of *SmackDown! Magazine*, the only publication devoted completely to the best sports-entertainment program on television, and to the Superstars who make it so.

For years now, WWE has published a magazine named after that other show. And although its focus wasn't solely on that other show (until now), clearly a disservice was done to the greatest thing to happen to Thursday nights since *Seinfeld*—namely *SmackDown!* Well, that situation has now been remedied.

The *SmackDown!* franchise, league, whatever you want to call it (I've never been a big fan of the word "brand"), being WWE's premier platform, simply had too much going on to share space with those other guys on the "red team." With a roster this jam-packed with talent, there were simply too many people deserving of ink, and not enough room to accommodate them all.

Where else but *SmackDown!* can you see a rivalry between Kurt Angle and Brock Lesnar? These two have put on some of the finest exhibitions of guts and stamina in the history of the ring, and the WWE Championship has never had more prestige since these two world-class athletes started competing for it.

And while I'm on the subject, did I mention that *SmackDown!*'s WWE Championship is WWE's *original* World Championship, dating back to Buddy Rogers in 1963? That makes it the most prestigious title in the sport today, bar none.

You want fast-paced high-flying action? Look no further than the Cruiserweight Division—which you can only see on *SmackDown!*, by the way. Rey Mysterio, Billy Kidman, Jamie Noble, Ultimo Dragon, Spanky, Tajiri, Nunzio—in short (pardon the pun), some of the finest competitors pound-for-pound ever to lace up a pair of boots. We're talking all-time greats here.

If cheesecake is your thing, *SmackDown!* has eye candy galore. And these girls can mix it up, too. Shaniqua, Nidia and Dawn

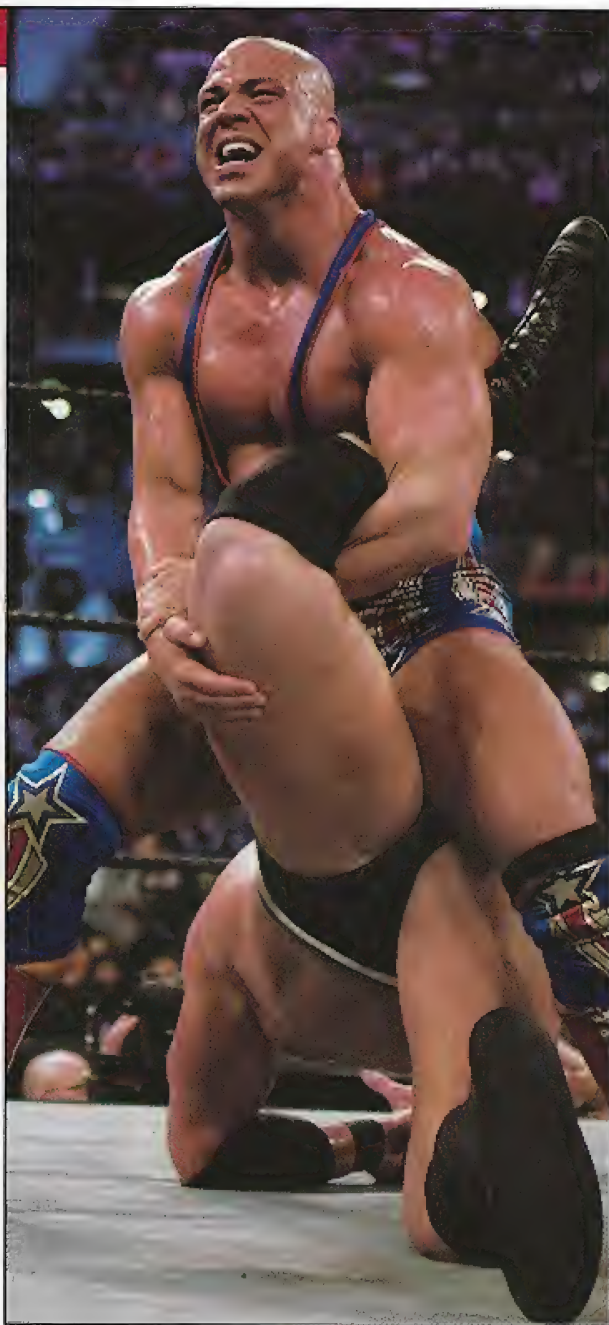
Marie—you couldn't find three more diverse females, yet all three share the same incredible combination of beauty and athleticism. And what can I say about Torrie Wilson and Sable, *SmackDown!*'s two resident Playmates? Words fail to do them justice. Thankfully, these lovely ladies will now have a magazine all their own.

Some of the most promising young Superstars to come down the pike in years have chosen to make *SmackDown!* their permanent home. Now there's finally room to cover them all: John Cena, sports-entertainment's greatest success story of 2003; Zach Gowen, the one-legged boy wonder whose exploits serve as an inspiration to all; and the "World's Greatest Tag Team," who prove their deservedness of that moniker on a weekly basis.

Add to all this the fact that *SmackDown!* is the only place you can see the 13-year veteran, the legendary Undertaker in action. For in-your-face intensity, you can't beat Chris Benoit and Eddie Guerrero (whose greatness is further explored in our feature starting on page 50). And for sheer entertainment value, does it get any better than the Full-Blooded Italians?

SmackDown! is also the only source for your weekly dose of *Mattitude*, an important part of any healthy diet (hold the banana juice, please).

Does this leave any doubt in anyone's mind that *SmackDown! Magazine* is just what the world needs right now? *SmackDown!* has been a staple of every wrestling fan's week for over four years, and has



been standing completely on its own for almost two years. And now, there's finally a magazine that will "lay the smack down on all your candy asses!"

In closing, always remember: "Anything is possible to him who dares."

— Albert Goodwill Spalding

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Ashley Dolan asks:

What do you do on your day off?

- I rest, run errands and spend as much time with my dogs—Schultz, Otto Von Spotto and Gunnar Guenard—as I possibly can. And sometimes, I go to Ohio Valley Wrestling shows. — *Nidia*
- I spend time with my daughter. Recently, I've been building a new home, and dealing with all that. Sometimes I ride motorcycles, and maybe get some hunting in. That's about it. — *Brock Lesnar*
- I just built a new house, so I spend time at my house, trying to finish that up and fill it. I spend time with my girlfriend, Donna, and my family. I workout, train and study wrestling tapes. — *Charlie Haas*
- I play golf with Pat Patterson. I spend time with my wife and my animals—three dogs, four cats, five birds, two lizards, two turtles and a fish. — *Big Show*
- I spend a lot of time on the beach. I watch old movies and old wrestling tapes. — *Kanyon*
- Well, lately I've had a few more days off than I'd like. Right now, I play guitar, workout, pay the bills, read, write, watch wrestling, *That 70's Show*, *The Simpsons*, and cuddle with my wife and dogs. Actually, that's what I do when I'm healthy and working too, only a whole lot less. — *Edge*
- Believe it or not, I'm very domesticated. I like to cook, stay at home, train, and hang out with my friends. — *Sable*
- I play video games, and I sleep. And I like to take my boat out on the water. — *Billy Kidman*
- Almost every week—nine out of 10 times—I go to a theme park. I live in Tampa, so Walt Disney World or Busch Gardens. I also go to one or two movies a week. So that's what I do, either movies or a theme park. — *Spanky*
- I repack! (*Laughs*) I pack, try to see my family if I have time, workout and try to relax. I try to eat good, because we eat so damn bad on the road. — *Shaniqua*
- Right now, I sit around and wait for another subpoena from my soon-to-be-ex-wife's lawyer. — *Bradshaw*
- I don't have any days off, because, usually, half of Wednesday and all day Thursday is dedicated to my album. And Friday, I'm usually off on media appearances. If I ever did get free time, I'd like to play golf and fool around. — *John Cena*
- I don't have off days, because when I'm in my hometown of Mexico City, I go to the *dojo* every day. Sometimes, I like to drive sports cars. — *Ultimo Dragon*
- I get home on Wednesday. My wife and I go out to a nice dinner on Wednesday nights. That's our night out. Thursday and Friday, we spend quality time together, and maybe go to the movies or rent a movie. Sometimes a little snoochie-snoochie. And then, the next thing I know, it's Saturday morning, and I'm back on the road. — *Nunzio*
- Honestly? Usually, I spend about two hours with my dance instructor. I have a private dance instructor. I love dancing if I'm downtown chillin' or at the beach. — *Orlando Jordan*
- I try and figure out ways to get more days off. (*Laughs*) Basically, my days off consist of resting, healing and preparing myself to go back out on the road. — *Undertaker*
- I didn't get many days off, especially when I was WWE Champion. But when I did, I was always taught by my family—and especially my wife, God bless her—that family's important. I spend every second with my family. I even bought a gym so I could work out at home. — *Kurt Angle*
- I take a nap. (*Laughs*) In [my hometown of] San Antonio, there's lots of sunshine. So I go outside and tan, and play with the kids. — *Funaki*



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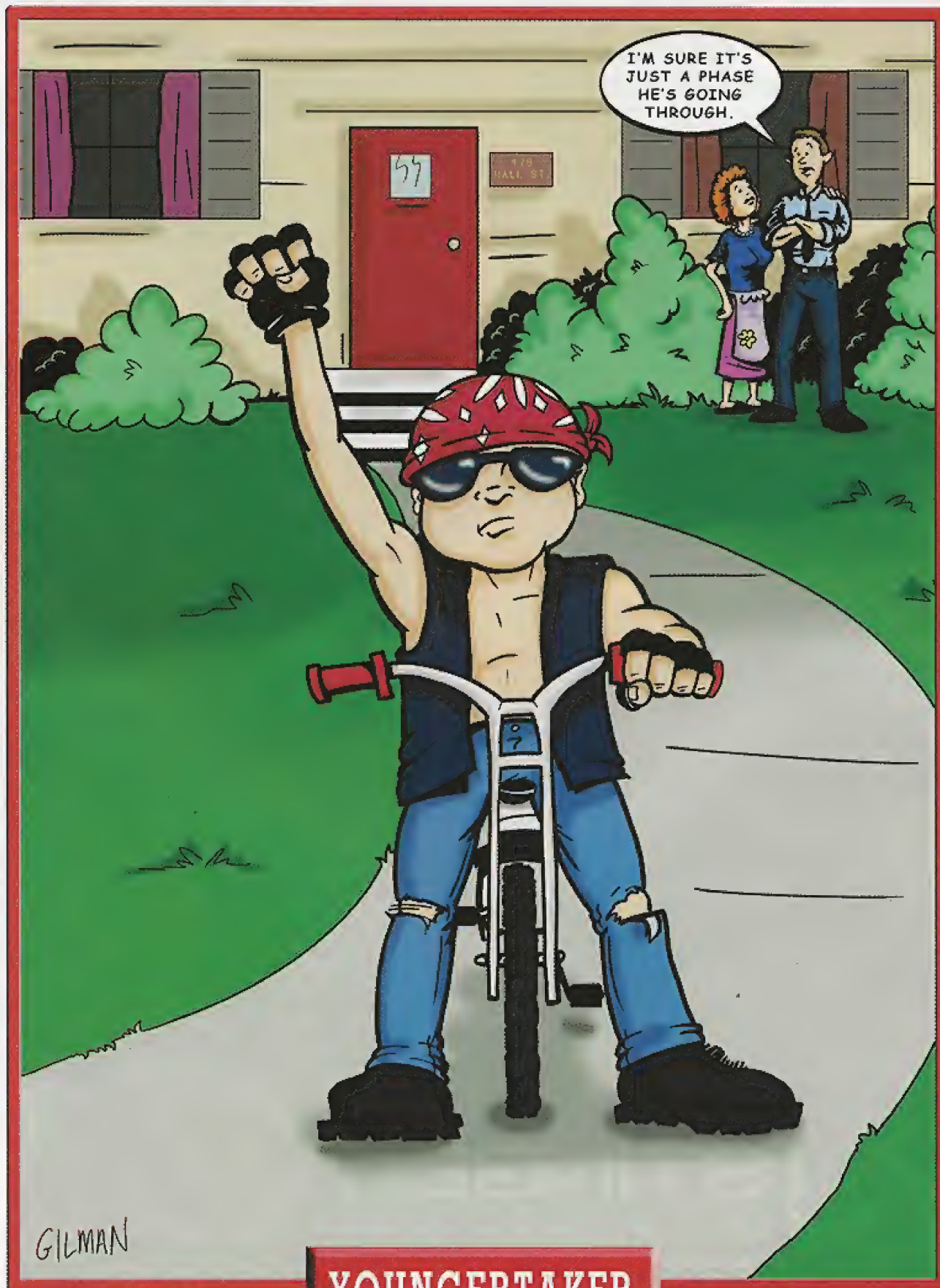
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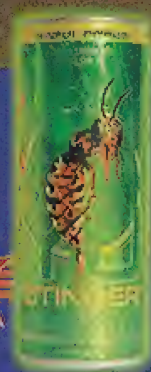
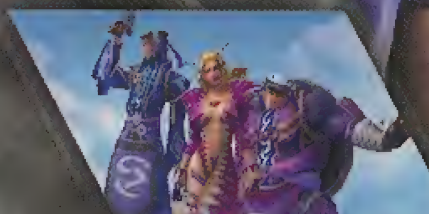


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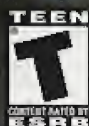
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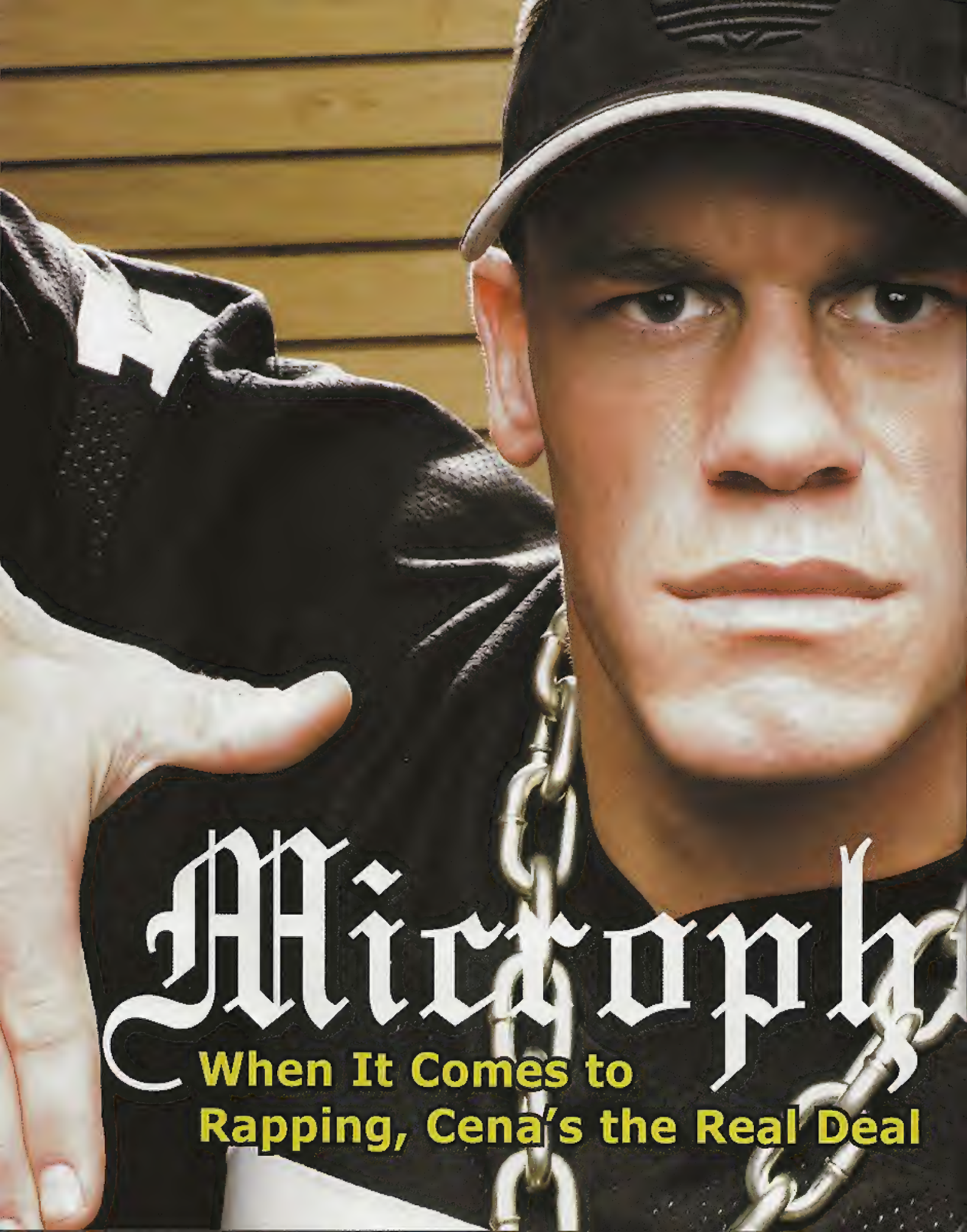


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Micko

**When It Comes to
Rapping, Cena's the Real Deal**



As a wrestler who also happens to be a rapper, John Cena has gotten more than his fair share of disrespect. But he's used to that.

"Nobody takes me serious," he explains. "And the thing is, I don't give a f***. When you hear the product, you'll know that I take myself seriously. I don't care what somebody who is not me thinks is real. I live for hip-hop music; I bleed hip-hop music; I was raised on hip-hop music. I may not be from the five boroughs, or from Compton, or any inner city. But at the same time, it's all about the music. It's the same connection that every single person gets when they hear the music, regardless of where they came from or what they went through growing up. I feel that connection, and I try to portray that in my music. When you listen to this album, you're not gonna be listening to a wrestler trying to rap, you're going to be listening to a kid doing whatever the hell he can to send his message through the hip-hop medium."

Cena is talking about his debut rap album, *Basic Thuganomics*, which at press time was due to be released in January. The concept of Cena cutting a record started out a little over a year ago, when WWE gave him a chance to

do a little rapping on TV. Then WWE gave Cena the chance to create his own hip-hop entrance theme. Before long, the *SmackDown!* Superstar decided to take it to the next level, and began work on a CD, which WWE is more than happy to help promote.

"I haven't gone the road that most MCs have gone," he says. "This is kind of a different path—but by the same token, I'm still trying to get mine like everybody else. Like Rakim said, a real MC is somebody that can move the crowd. I've never done live shows, I've never been in the studio, I've never come out with a series of records, I've never rocked parties—that's the role of an MC. A year ago, when this all started, I was just a kid spittin' lyrics on TV. This has evolved into something bigger and better than that, to the point where I *can* move a crowd, where I'm rockin' in front of 15,000 people and millions at home watching every single week. I'm hittin' up radio stations and freestylin' the booth."

Cutting an album is something Cena never imagined he'd have the opportunity to do. But then again, so was becoming a WWE Superstar. Both are fulfillments of lifelong dreams. In fact, Cena's passion for beats and rhymes predates his passion for bodyslams and suplexes.

Home Friend

By Brian Solomon

"The MC thing happened way before the wrestling thing," he remembers. "I've grown up pretty much on hip-hop music. I've been freestyling since I've been 13 years old, but I'm from a small town, so I really didn't have any street cred. I figured I had no chance of becoming an MC, it was really just something I used to do in my spare time."

Despite his interest in rapping, Cena maintains that his priorities are the same as they were when he started competing in WWE last year. Although WWE has high hopes for the forthcoming album, and many insiders believe Cena has the potential to cross over from sports-entertainment into the world of hip-hop in a big way, Cena's heart remains in the ring.

"This was not planned as a venue for me to try and showcase my MC talent," he asserts. "It all happened by accident. I started wrestling because I loved wrestling. That's my true passion. I love this business. When I started way back in Ultimate Pro Wrestling (UPW), I had no aspirations of making it big, I just wanted to do it because it was something I always wanted to do. I got seen by the right people, had a little bit of good fortune, and I'm here. I thank my stars for that."

Maintaining his dedication to his "full-time job" has not made things easy for the aspiring MC. If anything, the rigors of the road may have been something Cena didn't fully consider when he first headed into the studio. It's been the biggest, most unexpected challenge of producing the album.

"Our [WWE] schedule, as everybody knows, is wall-to-wall," he says. "Every day we're doing something. Usually, when musicians do their thing, they'll go into the studio and record for a series of months. I haven't missed a day of work—not a match, not a media day, not a promotion day—and I got the album done in about six months. That's good time for pretty much holding down two jobs, instead of just going in, recording full time, and then afterward promoting and touring. I'm recording, promoting and touring all at the same time."

"With the schedule we keep, I don't know how many outside appearances I'll be able to hit up, but at every live event, I'm always battling fans in the parking

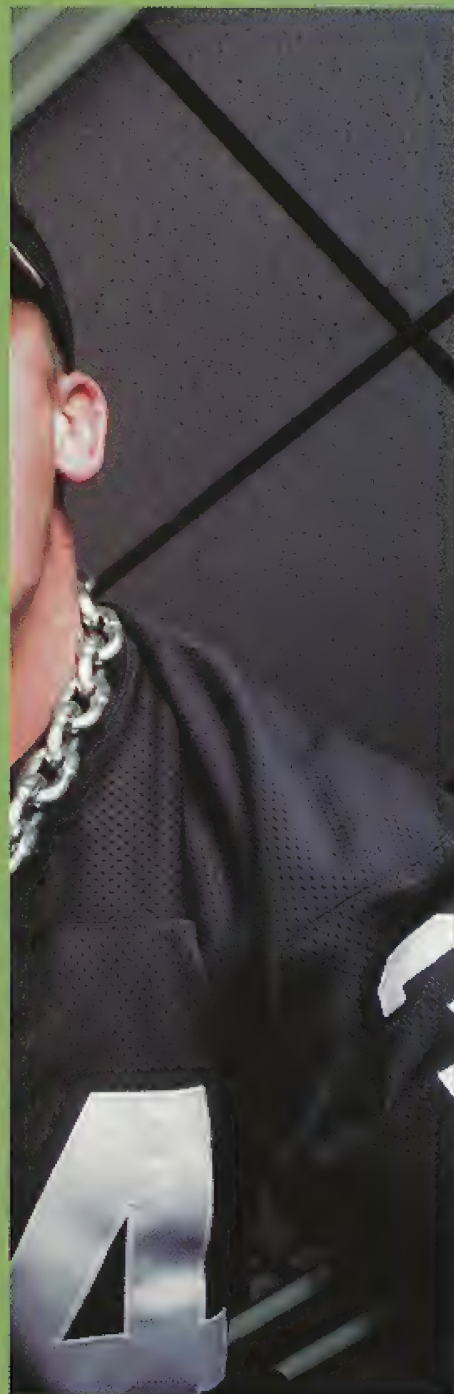
lot," he says, in reference to the rap-offs that are part of hip-hop culture. "I'll do whatever it takes to promote the album, but first and foremost, wrestling is why I'm here. As far as being able to promote, I'm always promoting. That's why I battle people in parking lots."

What some fans may not realize is that Cena has written all his own rhymes from day one. Every rap you've seen him perform on TV has been the product of his own imagination. For John, it's something that's of major importance in being a serious MC.

"On TV or on an album," he says.

"Somebody can ghostwrite your s***, so nobody knows for sure where your skills are, where you're coming from. The true rappers who get rep are people that f***in' hold down the streets, that will rock parties, that will go and just battle with people. MCs that at the drop of a hat can just throw their stuff down. For me, that's fun. I'm not trying to prove anything, that's what I do in my spare time."

Cena's take on his music is raw, rugged and unadulterated. Shunning the



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materialistic "bling-bling" mentality of much of today's mainstream hip-hop, he prefers to take the music back to its roots. It's the same philosophy that inspired the steel chain and padlock he wears around his neck—as opposed to the gold and platinum ones usually worn by top MCs. He's not about the Cristal, or the shiny suits. He's the epitome of "keeping it real."

"Hip-hop right now is a little bit skewed," he says. "The four elements of hip-hop are MCs, breakdancing, graffiti and DJs. Nowadays, especially with the retro surge, you see breakdancing, you see graffiti, you see MCs. But I haven't heard a song with a DJ in forever. The DJs are reduced to just playing their sets at radio stations, or at clubs. We bring back the DJ, we bring back cuts, we bring back scratches—I don't know how commercial this album is. This is hip-hop music the way hip-hop music was set up. It's changed, it's evolved, but we're trying to reinforce that it's still good music in that form."

Is John Cena destined for hip-hop superstardom? Quite possibly. But whether or not that happens is not his main concern. Cena is serious about his second career, and has a true and genuine love for the music he's making. It's all about the music, and Cena intends to stay true to it, no matter where it may take him. ■



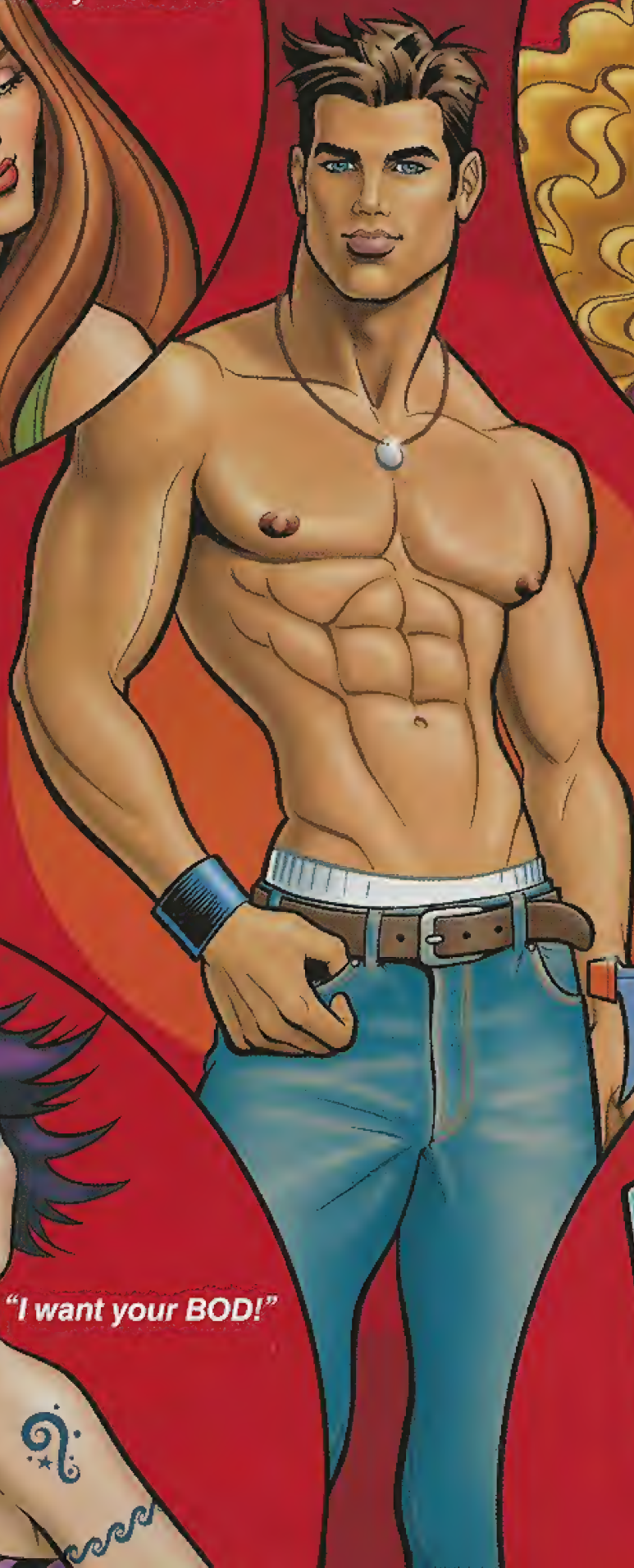
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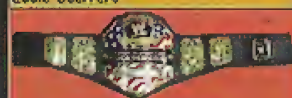
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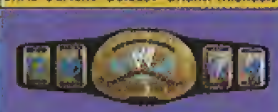
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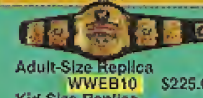
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RIDE OF PITTSBURGH

BY AARON WILLIAMS

Hewn out of the Allegheny Mountains and perched upon the Ohio, Monongahela and Allegheny rivers, the city of Pittsburgh stands as a shining monument to the adage that good things come from hard work. Today, more than 300 years after it was founded as a frontier trading outpost, and more than 100 years after it became an industrial giant, its very name remains a symbol of toughness and success.

Through the years, the Steel City has produced more than its fair share of American icons, including such titans as Andrew Carnegie, H.J. Heinz and Jonas Salk.

Of course, the City of Champions is also well known for its many sports heroes who either grew up in Western Pennsylvania or made their fame there representing one of the city's professional sports franchises. The list reads like a *Who's Who* of American sports: Johnny Unitas, Joe Namath, Joe Montana, Roberto Clemente, Willie Stargell, Bill Mazerowski, Arnold Palmer, Mario Lemieux and Bruno Sammartino. All are men who fought and clawed their way to the top, and once there, never forgot where they came from.

Kurt Angle is the latest among the city's athletic greats, and personifies everything Pittsburgh and its heroes are about.

Sometimes when a person achieves so much success so soon, others tend to believe that he or she must have received their position on a silver platter. Kurt Angle first appeared on WWE programming at *Survivor Series 1999*. Within two months, he won his first title, the European Championship. Three weeks later, he was Intercontinental Champion, and on October 22, 2000, less than one year after he debuted, he won his first WWE Championship.

For someone who had already won an Olympic gold medal, an amateur world championship, two NCAA championships, and the junior national championship, success seemed destined. After all, he's Kurt Angle. He was blessed with extraordinary talent. Maybe he was handed opportunities, or is one of those lucky guys. Sure, he probably works hard, but he's just not like the rest of us.

He couldn't be, right? Wrong!

The youngest of six children, Angle grew up in a typical working-class environment. His father worked as a head crane operator for a large construction company, helping build many of Pittsburgh's most enduring landmarks, including the PP&G building that figures so prominently in the city's skyline. While his father was hard at work, his mother had the more-than-full-time task of keeping order in a house overflowing with six children.

Sports played a huge role in the Angle household. His older brothers loved athletics, and since Kurt idolized them, he too became enamored with sports. Kurt's formative years also happened to coincide with Pittsburgh's sporting glory years. The Steelers were winning Super Bowls, the University of Pittsburgh produced Heisman Trophy winner Tony Dorsett, and the Pirates were at the top of their game, winning the 1979 World Series. The city was going through tough economic times and many in Kurt's neighborhood were struggling, but the joy brought by athletic triumphs helped instill a much-needed sense of hope and pride. Although Kurt's family couldn't afford to go to Steelers or Pirates games, they followed them religiously on television, and lived and died with the teams the way many cities' inhabitants do.

As the youngest of five boys, Kurt took more than his fair share of beatings from his older siblings and quickly learned how to fend for himself. As tough as they were on him, they made sure that no one outside the family laid a hand on him. The Angles were competitive, but when push came to shove, they rallied around each other, not just by fending off would-be adversaries from the outside, but by supporting and attending all family sporting events.

There were plenty of kids in Kurt's neighborhood, and he spent much of his free time playing football in the streets, baseball at the local park, and doing his best to avoid getting caught when he and his buddies horsed around the way young boys do. When he did get caught, he paid the price, as his father was a strict disciplinarian.

Dave Angle was a tough blue-collar man, and his youngest son held him in the highest esteem. He was very demanding, and his

Never straying from his working-class roots, Kurt Angle stands in solidarity with the hard-working men at the Edgar Thomson Plant of the Monongahela Valley Works, Pittsburgh's last working steel mill.





OFFICIAL SWEEPSTAKES RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE ODDS OF WINNING

1. HOW TO ENTER: Participants may enter (i) online at <http://www.DoubleDashSweepstakes.com> by filling out the online entry form and clicking "enter"; or (ii) by mailing a 3" x 5" postcard with their name, address, telephone number and age, to World Wrestling Entertainment, Inc., Attn: Nintendo - Mario Kart: Double Dash!! Sweepstakes, P.O. Box 1334, 1241 East Main Street, Stamford, CT 06902. Online entries must be received between 12:01 a.m. (ET) on November 24, 2003 when Sweepstakes begins, and no later than 11:59 p.m. (ET) on December 31, 2003 when Sweepstakes ends. Each mail-in entry must be mailed separately and all mail-in entries must be postmarked no later than December 31, 2003, and received by January 7, 2004. All entries must be submitted in the name of an individual person and prizes can only be awarded to the person or e-mail account holder whose name is on or corresponds to each winning entry. Limit one (1) entry per person, household or e-mail address per calendar day. Limit one (1) winner per e-mail address or household.

2. ELIGIBILITY: Sweepstakes open only to legal residents of the 48 contiguous United States and the District of Columbia (excluding Alaska and Hawaii, who are thirteen (13) years of age or older at the time of entry, except for employees and their immediate families - meaning spouses, parents, siblings, children and their spouses of World Wrestling Entertainment, Inc. ("WWE"), ("Sponsor"), Nintendo of America Inc. ("NOA") or any of their respective parents, subsidiaries, affiliates, promotion and advertising agencies and any other affiliated entities involved in the Sweepstakes' development or execution. Online entries must have internet access as of November 24, 2003.

3. SELECTION OF WINNER: One (1) potential Grand Prize Winner shall be selected at random from all eligible entries, on or about January 5th by WWE whose decision is final and binding on all aspects of this Sweepstakes. If a potential winner cannot be reached within five (5) days, or in the event of non-compliance with any of the requirements of these Official Rules, or should potential winner be unavailable or unwilling to travel on the dates specified by Sponsor that prize will be forfeited, and an alternate winner will be selected at random from the remaining eligible entries.

4. GRAND PRIZE: One (1) Grand Prize. Grand Prize Winner and one (1) guest will receive a trip for two to a WWE Event (event date and location subject to sole discretion of WWE) where the Grand Prize Winner will team up with a WWE Superstar. Monthly of travel subject to WWE's sole discretion and challenge their guest and another WWE Superstar (identity of guest is best to WWE's sole discretion) on a game of Mario Kart: Double Dash!! Grand Prize Winner will also receive one (1) Nintendo GameCube video game system & one (1) copy of Mario Kart: Double Dash!! Grand Prize package includes economy round-trip air travel (via air carrier selected by WWE) for two (2) from major gateway city airport closest to the Grand Prize Winner's home to the location where the WWE Event will take place. Trip includes one (1) night hotel accommodations consisting of one (1) standard room, double occupancy at a hotel selected by WWE, round-trip ground transportation from airport to hotel, and round-trip ground transportation from hotel to the WWE Event. Restrictions may apply depending upon Grand Prize Winner's residence and availability to travel. Depending on location of event, economy class round-trip air travel may not be applicable. All expenses not specified in these Official Rules, including, without limitation, taxes, insurance, meals, gratuities, additional spending money, phone calls and minor services are Grand Prize Winner's responsibility. Grand Prize Winner responsible for all applicable taxes.

5. APPROXIMATE RETAIL VALUE (ARV) OF GRAND PRIZE: \$3,000. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for particular purpose).

6. ODDS OF WINNING: Odds of winning depend upon the number of eligible entries received.

7. REQUIREMENTS OF WINNER AND GUEST: Grand Prize Winner and guest must travel when required by Sponsor, or Grand Prize Winner will forfeit the Grand Prize in its entirety and an alternate Grand Prize Winner will be selected. If the alternate Grand Prize Winner does not reply to notification prior to the event, the Grand Prize will be forfeited and no Grand Prize will be awarded. If Grand Prize Winner is a minor in his or her jurisdiction of primary residence, the Grand Prize Winner must be accompanied by a parent or legal guardian, or by a guest who is at least twenty-one years of age as long as the parent or legal guardian of the guest has been executed an authorization form giving their consent and signed a liability/release on behalf of the guest. Sponsor reserves the right to request proof of age, parenthood or guardianship, and a Grand Prize Winner will be deemed to have forfeited his or her Grand Prize if Sponsors, in their sole discretion, finds that the proof provided is not satisfactory.

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9. GENERAL TERMS AND CONDITIONS: Sweepstakes subject to all Federal, state and local laws. SWEEPSTAKES VOID WHERE PROHIBITED. All Federal, state and local laws are the sole responsibility of winner. Sweepstakes materials are void if they contain printing, mechanical or other errors. Incomplete entries will be disqualified. No mechanically reproduced entries allowed. No responsibility will be assumed for lost, late, stolen, illegible, incomplete, damaged, postage due, misdirected or mutilated entries. Sponsor, and its respective agencies are not responsible for lost, interrupted or unavailable network, server or other communications, miscommunications, failed telephone or computer hardware or software transmissions or technical failures, incomplete, delayed or garbled transmissions or other errors or problems of any kind, whether mechanical, electronic, human or otherwise, beyond the control of Sponsor and/or its agencies, or for lost, late, stolen, illegible, incomplete, damaged, postage due, misdirected, mutilated or late mail entries. Sponsor reserves the right, in its sole discretion, to cancel or suspend this Sweepstakes should a virus, bug, computer or other problem beyond Sponsor's control disrupt the administration, security or proper play of the Sweepstakes. Sponsor reserves the right to award prizes from among the entries received prior to the date of suspension. If Sponsor determines that there is any suspected or actual electronic tampering with the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to void any entries that appear to have been submitted fraudulently or to cancel or modify the Sweepstakes, in whole or in part. All entries become property of Sponsor and none will be acknowledged or returned.

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11. DISPUTES/GOVERNING LAW: In the event of any dispute regarding the identity of a person submitting an entry, the entry will be deemed submitted by the authorized e-mail account holder, which is defined for these Rules as the natural person who is assigned to an e-mail address by an internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participants agree that the Sweepstakes is governed solely by United States law. Any claims arising out of the Sweepstakes shall be governed solely by United States law and may be brought only in a Federal or state court in Connecticut. If any provisions of these Rules are held to be invalid or unenforceable, all remaining provisions hereof shall remain in full force and effect.

12. DATA COLLECTION: WWE collects personal information from you when you enter the Sweepstakes and will share that information with NOA. See WWE's privacy policy at www.WWE.com/help/privacy and NOA's privacy policy at <http://www.nintendo.com/privacy.jsp> for information about how personal information may be used.

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15. WINNERS LIST: For the identity of the winners (available on or about January 21, 2004) visit <http://www.WWE.com/affiliates/winners>.



As a youngster, Kurt's favorite sports were football and baseball. Above, he stands in front of Mt. Lebanon High School's field where he was a star full-back and linebacker. At right, he poses next to a statue of one of his heroes, former Pirates great Willie Stargell.



struggles with alcohol took a toll on the family, but the elder Angle was always there for Kurt, attending his athletic events and always supporting his son no matter how he performed.

When Kurt was 16 years old, his father was killed in a work-related accident. While building the Doubletree Hotel in downtown Pittsburgh, Kurt's father lost his balance and fell off his crane. He suffered multiple injuries, fell into a coma, and never regained consciousness.

The day Dave Angle died, Kurt vowed that no matter how much work and sacrifice it might take, somehow, someday, he was going to become a champion. His father had never missed a day's work, and Kurt would take that work ethic and apply it toward his athletic endeavors.

Kurt, already a gifted athlete, went to work and embarked upon his well-known athletic career. Yes, he was blessed with natural talent, but it was his work ethic, instilled by his father, and reinforced by the rest of his family, that propelled him to success and allowed him to overcome injuries and

tragedy that would stop others.

Everyone knows about Kurt wrestling with a broken neck en route to winning Olympic gold (he actually had a cracked vertebra, two herniated disks, and four pulled muscles in his neck), and most know that he wrestled at *WrestleMania XIX* with another severe injury. But few people remember that his wrestling mentor Dave Schultz was murdered when Kurt started training for the Olympics, and that one of his uncles died just before the Games

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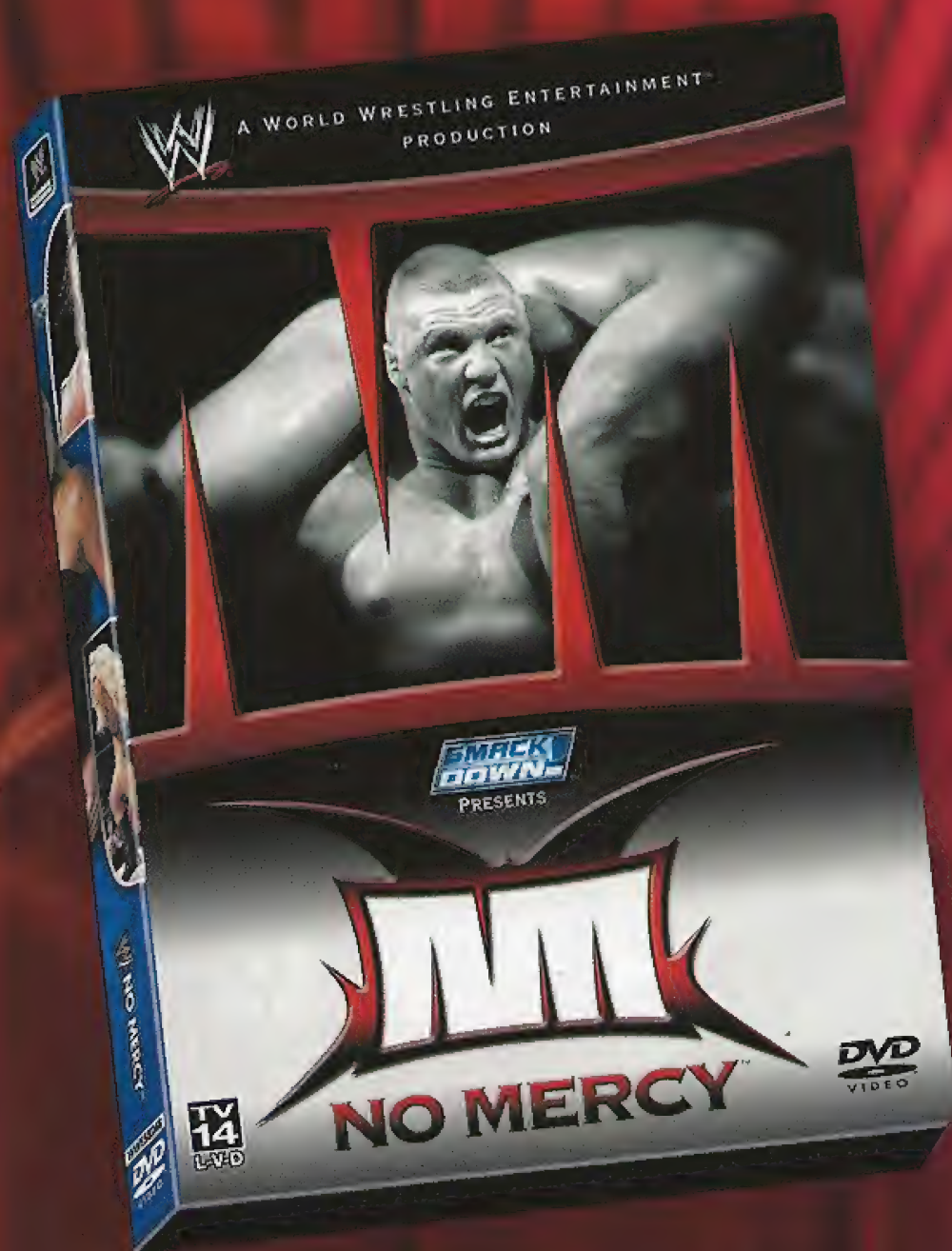


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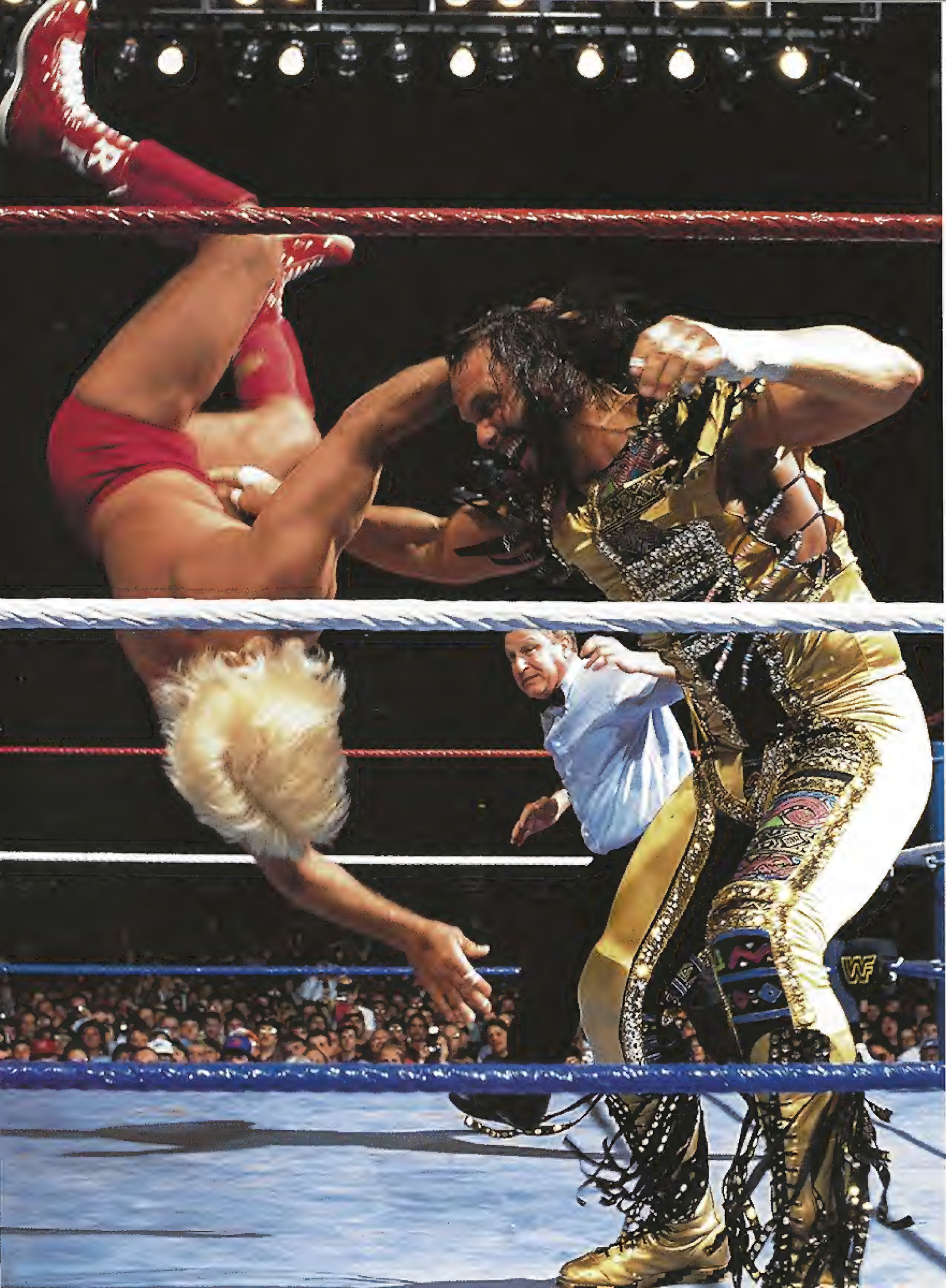


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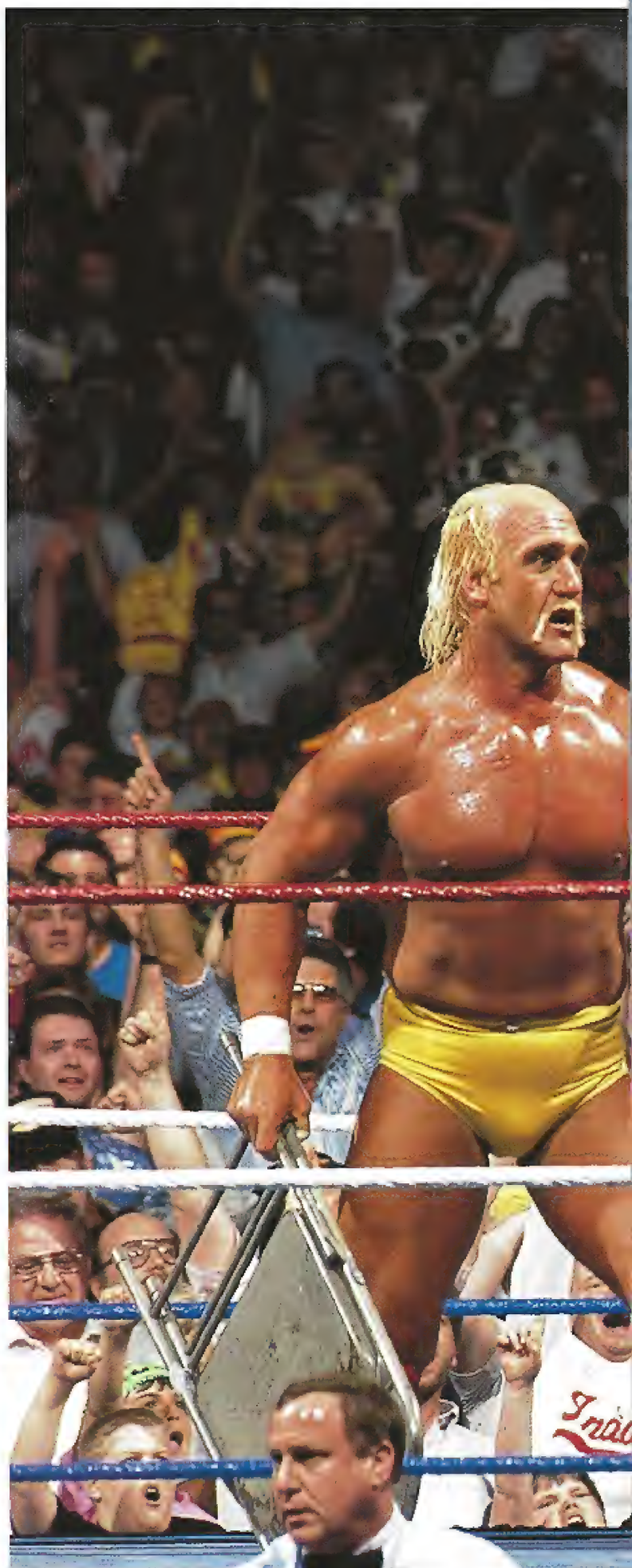


WRESTLEMANIA VIII

April 5, 1992
Hoosier Dome
Indianapolis, Indiana



Collector's Series
Poster No. 8





Kurt's great leg strength is partially a result of running the hills of his Dormont neighborhood. Middle, Kurt sits with his oldest brother David in front of the house they grew up in. Below, Kurt shares a laugh with some old friends he bumped into while giving *SmackDown! Magazine* a tour of the city.

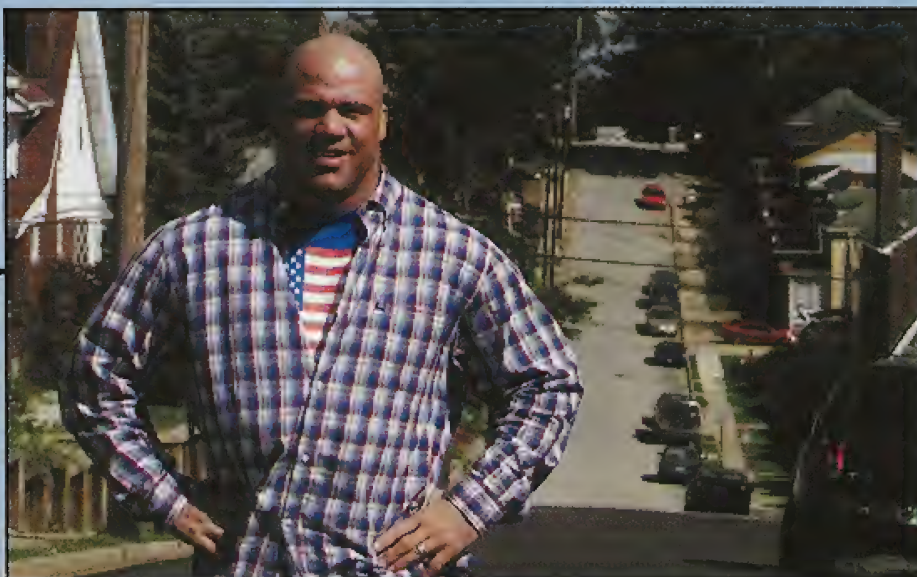
started. And, this fall, just days before he was scheduled to wrestle Brock Lesnar in their Iron Man match, his sister Le'Anne passed away.

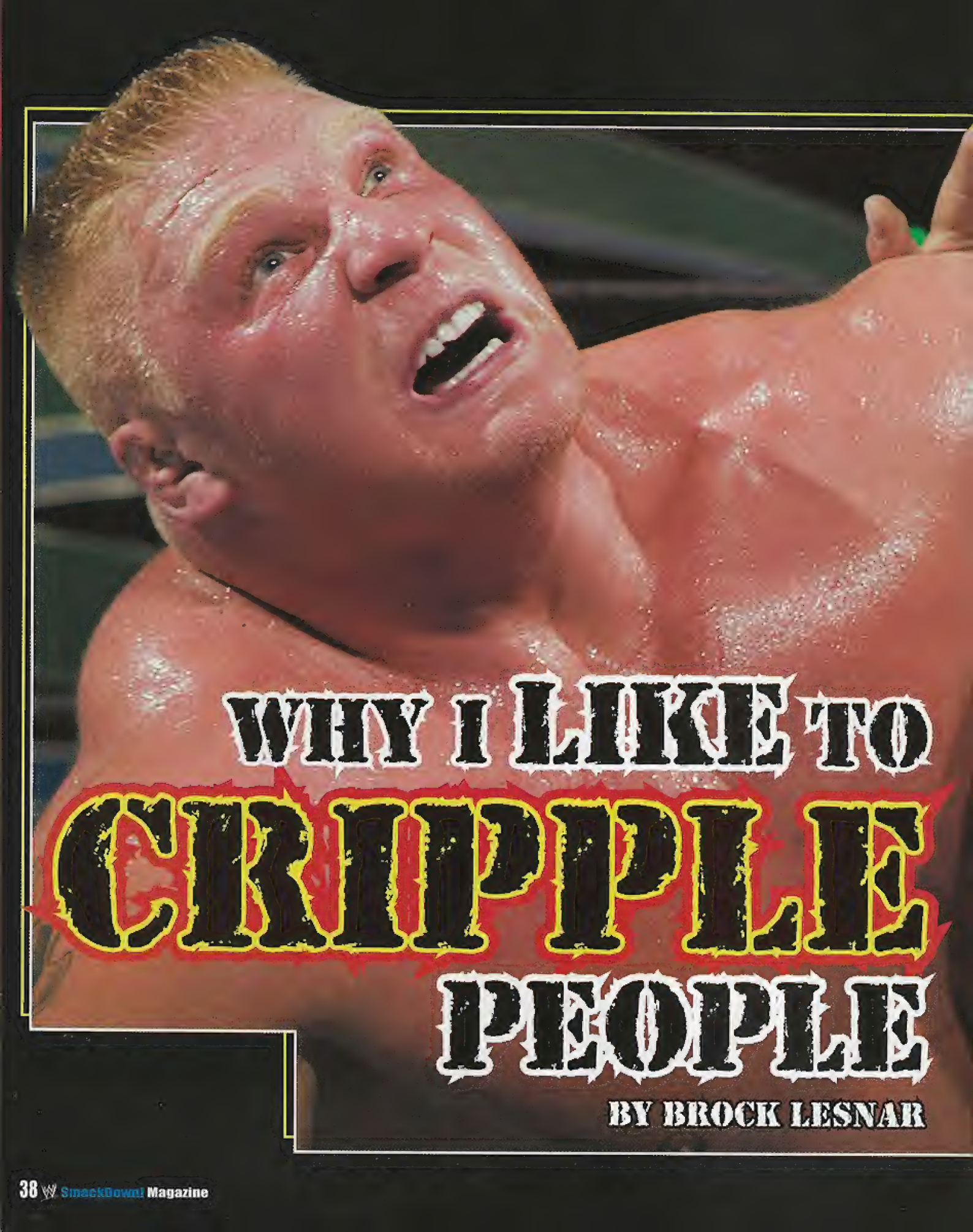
For Angle, tragedy has been part of his life. "For some strange reason, I've been surrounded by death at pivotal moments in my life," he wrote in his autobiography. "Starting with my father, I've lost too many people that I loved, but I've always seemed to respond by raising my level of performance in athletics. I can't really explain it. Maybe that's just the way I was able to express my feelings about the people I loved, by doing what I do best...I was always able to block everything out when it came to competition, no matter how much I was hurting inside."

The term "larger-than-life" is often used to describe today's athletic stars, and in many ways, it's easy to describe Angle as such. What ordinary person wins a gold medal with a broken neck, or comes back from a career-threatening neck injury in six weeks as he did this past spring? Who else can wrestle so many different styles and still be so entertaining on the microphone?

The irony, of course, is that although Angle has achieved unparalleled levels of success in his endeavors, he is still Kurt from the Dormont section of Pittsburgh. His older brothers can still pick on him, and, every day, he still goes to work with the same ethic that his dad took to his building sites. He may be wealthier and more famous than when he was growing up, but most wouldn't know it from the way he lives his life and interacts with people.

A lot of people change when they become successful. They forget about all the people that helped them get there, and those that are still working to make it today. Kurt hasn't. Sure, he is an accomplished athlete and celebrity, but like the people of Pittsburgh say, "Kurt is still one of us." ■






WHY I LIKE TO

CRIPPLE

PEOPLE

BY BROCK LESNAR



[Editor's Note: Shortly before our first issue of SmackDown! Magazine went to press, we received a request from the WWE Champion, Brock Lesnar. Well, request is putting it a little too politely. More like a threatening demand. Lesnar had something to get off his massive chest, and he wanted to use our publication to do it. Who are we to refuse the threatening demand of a 6-foot-4, 295-pound raging behemoth? So we present the following editorial. Needless to say, the views expressed herein are not necessarily those of SmackDown! Magazine or World Wrestling Entertainment.]

Let me get one thing straight right from the start, so it's perfectly clear to all you pathetic whiners reading this: You've got it all wrong. I've been misunderstood. You see, contrary to popular belief, I don't get my kicks from planning the injury of innocent people. Not at all.

I get my kicks from *causing* the injury of innocent people.

It just makes me feel good. My whole life, I've found that inflicting pain on other people was very enjoyable to me. That's why I enjoyed amateur wrestling, and that's why I stuck with it for such a long time.

Why do I do these things? It's simple, really. Because I can. It's all about survival of the fittest, people. Do unto others as they would do unto you—but do it first. WWE isn't a schoolyard or playground, it's a jungle. And to make it in that jungle, you've gotta be willing to do whatever—and I mean *whatever*—it takes. If that means brutalizing the competition, then that's what you've gotta do. If it means sending a message, then you send it.

Why do you think the other *SmackDown!* guys are so damned scared to challenge me? Because they've seen what I've done, and it makes them think twice about what I might do to them. You can't show weakness in this world. If I did, they'd be on me in a heartbeat, and then all you losers would be crying and feeling sorry for me the way you cry and feel sorry for the people I hurt. No thanks.

There's really nothing like the happiness you get from bringing misery to other people. If I can put someone in a hospital on any given day, then that was a good day. And if by doing that I can cause pain to that person's family, friends and fans, then that's even better. Have any of them ever done anything to deserve it? Well, if you listen to Tazz and Michael Cole, you'd probably say no, but



nobody. Nobody. Turning my back on Kurt was just a very shrewd game plan. I knew what I needed to do. I did it before Kurt could do it, because I think Kurt was gonna take sides with Vince; so, I had to jump the gun on him.

"ANYONE WHO SIGNS FOR A MATCH WITH ME DESERVES WHAT I DO TO HIM"

Just the fact that Kurt thought I was gonna let him walk around with my title and have me be his friendly sidekick—that was more than enough for me to take. That's when the *real* Brock Lesnar had to come out and play.

I'm sure you've all heard me talking about "the real Brock Lesnar" a lot these days. You might be asking yourself, "Who is the *real* Brock Lesnar, anyway?" Well, let me fill you in. The real Brock Lesnar is an unforgiving, relentless, unstoppable human being. He doesn't give a s*** about anybody but himself. That's who he is. A guy who will go to any extreme to get what he wants. When I first started, I had Paul Heyman with me, but he couldn't bring the real me out. I didn't know who I was until Vince McMahon got a hold of me.

Vince McMahon is the only one who knew what the real Brock Lesnar was all about. He allowed me to be who I really wanted to be. There's a man I respect. He's the boss, and if he wants me to do something, I'll do it for him. He's already shown me that there's enough in it for me to make it worth my while.

I probably wouldn't have done what I did to poor little Zach Gowen if it hadn't been for Vince's influence. Because before that, I would have been too worried about what all the fans would think of me. But I'm glad I broke Zach's leg. He had it coming. I don't think I went too far at all on that one. The kid wanted to be a wrestler, he wanted to challenge me, and prove himself to me. He knew

you'd be wrong, and so are they.

Anyone who signs for a match with me deserves what I do to him. If they're stupid enough to get in the ring with me, I think they deserve it. And if they've got the WWE Championship belt around their waist, then they certainly deserve whatever they get. Because no one on *SmackDown!* has a right to wear that belt but me.

Kurt Angle definitely found that out more than once. Back at *WrestleMania*, I

had to break his neck to get him to see things my way. Even though I regained my title that night, I consider it one of the biggest letdowns of my career that I didn't end Angle's career. You'd think after all that, Kurt would know the score. But then he came back, and he thought we were buddies. I don't have any buddies.

Don't get me wrong. I actually do respect Kurt as a person and as an athlete. But when I get in the ring, I respect

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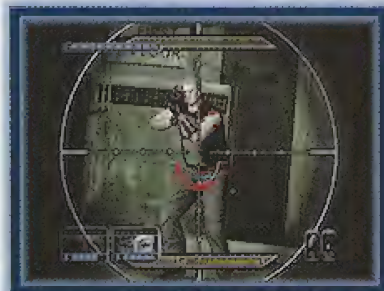


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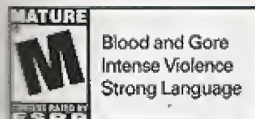
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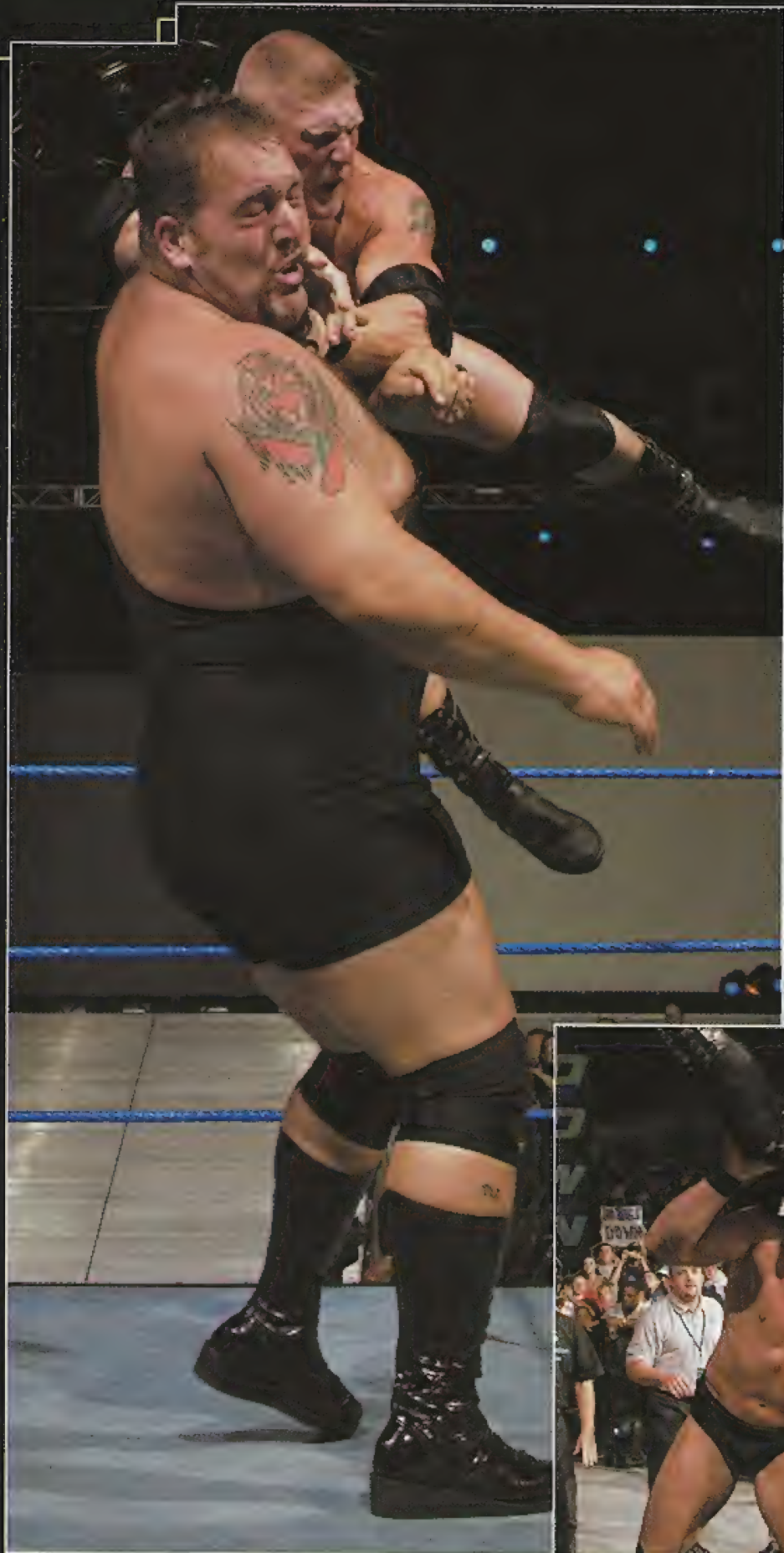
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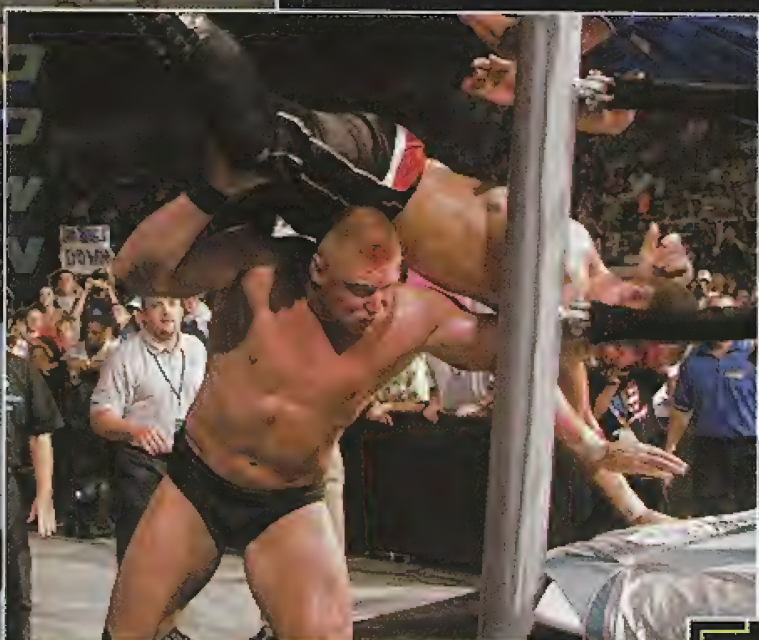


what he was getting into. I would have done the same thing to any other Superstar, if given the chance. I don't care who it is. Zach was just in the wrong place, at the wrong time.

Does that make me a coward? No more than any of you. Would you tell me to my face that you thought I was a coward? I didn't think so. Everybody's a coward in his own way. I'm just not a hypocrite about it. If I need to do something to accomplish my goals that might label me a coward in the limited views of some people, I won't hesitate to do it. I couldn't care less what you think of me. I've learned that lesson well.

Obviously, the most important thing to me—even more important than crippling people, believe it or not—is being the WWE Champion. That's the pinnacle of this business. There's nothing higher. I'm a three-time champion. It's a hard struggle to get to the top, but once you're there, it's even harder to stay on top. So for me, causing pain is both a fringe benefit and a necessity of being champ. I need to do it to keep my opposition in line, but I admit that I'd probably be doing it even if I didn't have to. Call it a hobby.

So in closing, I'm just gonna keep on doing what I like to do, until someone can step up and stop me. But I wouldn't count on that happening any time soon. So break out your hankies, and get used to it, because the real Brock Lesnar is here to stay. 





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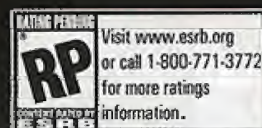
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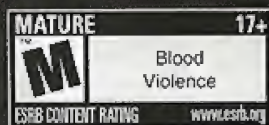


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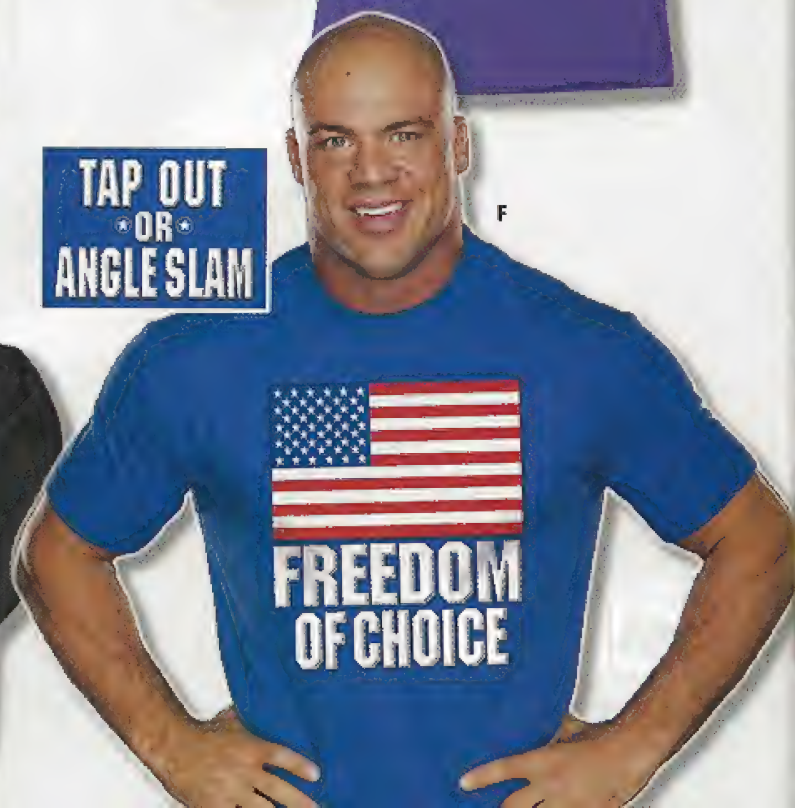
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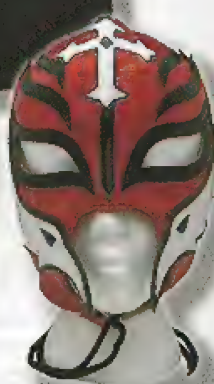
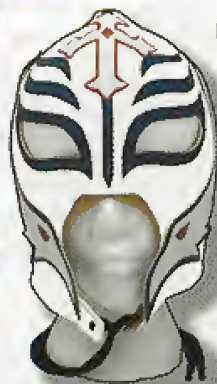
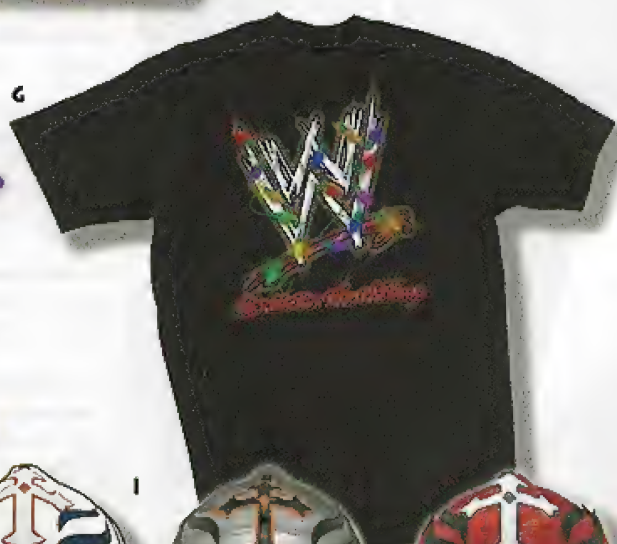
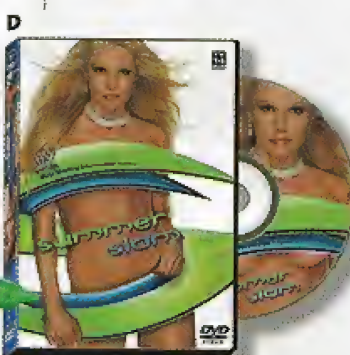
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Stu Hart

1915-2003

Remembering the Patriarch of Canadian Wrestling

By Keith Elliot Greenberg

When Stu Hart was awarded the exalted Order of Canada in 2001, the charmingly gruff icon seemed uncomfortable with the prestige.

"It's a hell of a thing," said Hart, who passed away on October 16, in that voice that wrestlers from Cleveland to Yokohama still imitate. "I don't know if I deserve it. You shouldn't get carried away with this."

But the generations of athletes who trained in Stu's notorious basement "Dungeon"—and neighbors who regarded the wrestling great as Calgary's grandfather—understood why Hart was honored. The broad-shouldered, granite-haired roughneck loved his city, his family and his craft with such ardor that he managed to intertwine all three into a life few could fathom.

Given a recent string of illnesses, his death was not unexpected. But his disciples still mourned the passing of a most eccentric, yet revered, master.

"We've lost one of our genuine *characters*," said "Superstar" Billy Graham, the smooth-talking former WWE Champion

who, like so many others, camped out on Stu's property and learning the distinct "Calgary tradition" of wrestling.

"There's a certain kinship among those of us lucky to have survived the experience," Lance Storm said. "We are all, in a way, extended members of the Hart wrestling family."

Even by itself, that family was a significant one. Stu and his wife, Helen, had 12 children, among them former WWE Champion Bret "Hit Man" Hart and the late Owen Hart. All of his eight sons became involved in wrestling, either as grapplers or referees. Each of his four daughters married wrestlers, including "British Bulldog" Davey Boy Smith and Jim "The Anvil" Neidhart. Two of his teen-age grandsons, Teddy Hart and Harry Smith, have already made their ring debuts.

Perhaps hundreds of wrestlers endured Stu's torturous sessions in the dungeon, then convalesced over a meal at the family table, including the Dynamite Kid, Chris Jericho, Steve Blackman, Brian Pillman, Chris Benoit, Curt Hennig and







Above: Stu congratulates Chris Jericho and Chris Benoit, two of his greatest students. Right: At the 1994 Survivor Series, Stu and wife Helen got involved in the action on behalf of their son, Owen.

"Rowdy" Roddy Piper.

"I would not be here if it wasn't for Stu Hart, and the opportunities he gave me," said Benoit, who lived with the Hart clan after arriving by bus from Edmonton. "I would *not* be here. I was just a skinny 17-year-old kid with a lot of dreams, and some of the older wrestlers kind of looked at me and laughed and brushed me aside. But Stu believed in me."

Over the last several years, Stu's faith was tested by the deaths of his wife, his youngest son Owen, and son-in-law, Davey Boy Smith. But his students' image of the elder Hart never wavered.

"He was always a pillar of strength," Benoit said. "Only a man as strong as Stu could have gotten through all that stuff. That's what being a man is, and I admire him. That's why I choose to celebrate his life."

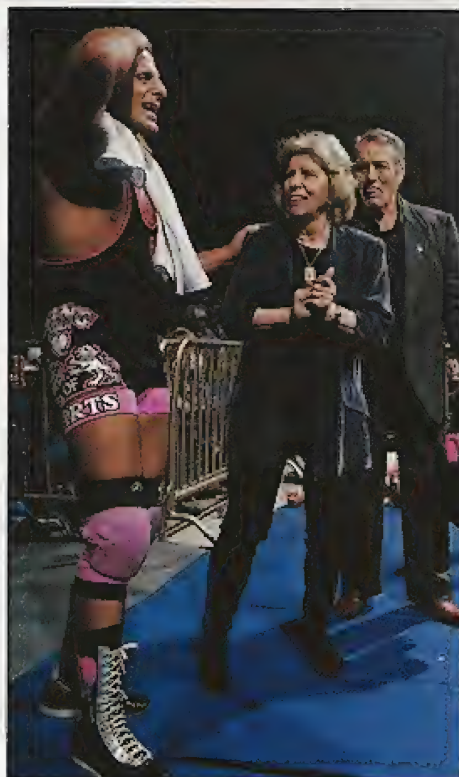
Stu was born on May 3, 1915 in Saskatoon, Saskatchewan, and attained fame in the amateur ranks and on the gridiron, where he played center for

the Edmonton Eskimos of the Canadian Football League (CFL). Friends always contended that, were it not for World War II, Hart would have been an Olympian. Instead, he trained for the professional mat under Toots Mondt, who taught the legend many of the crippling holds he passed down to students.

In New York, fellow wrestler and future Houston promoter, Paul Boesch, introduced Stu to the beautiful daughter of former U.S. Olympic runner, "Handsome" Harry Smith. They married in 1947, before Stu rushed from the ceremony to wrestle "Golden Boy" Arnold Skaaland.

Those who didn't know Stu mistook his personal quirks for a lack of sophistication. But he was wise in many ways and, in 1951, after he scored a windfall in real estate, he opened the Stampede Wrestling promotion that became an institution in Calgary.

The promotion thrived for many reasons. Stu imported the best techni-



cal wrestlers from Europe, Japan and Mexico, paying little attention to size limitations. Virtually every headliner in North America passed through the Stampede Pavilion.

Stu and Helen divided the promotional and household chores. Helen often handled talent and the local media, while Stu cooked, tended to the family's menagerie of animals, and even curled his wife's hair.

"I remember an incredible amount of kids running around in the snow, barefoot like chimpanzees," Graham said.

Afa, of the Wild Samoans, was among the wrestlers invited to Stu's Sunday afternoon barbecues: "We'd be swimming while Stu's kids were telling fans that they could come, too, charging the people 50 cents for parking, and \$3.00 for a plate of food."

The Hart children were a presence in Calgary, sometimes lining up and parading behind their shopping carts through the supermarket. Had the wrestling business tanked, all of Stu's offspring would have been equipped for other careers. Yet, all the boys were trained for the ring as well.

"We'd be at the Calgary Stampede,

the big rodeo, and Stu would call over his son, Bruce," Afa said. "Then, Stu would put him in a wrestling hold, and stretch him in front of 1,000 people."

But what occurred in the dungeon was infinitely more frightening. "I was a big, strong guy," Graham said. "Stu would follow me around, squeezing my arms, and frothing at the mouth. I remember him tucking my head under his arm, and applying the pressure. I was incapacitated. I had no way out. He *had* me."

Even fans were not immune from Stu's tactics. When one lumbering ringsider boasted that he could outwrestle the talent, Stu invited the man home, and clamped on the painful "sugar hold," only releasing the victim after he'd blacked out and swallowed his long beard.

"Stu was like that all the time," Jericho said. "At Owen's funeral, he grabbed [former WWE Superstar] B. Brian Blair and put him in a hold. It was a somber occasion, but Stu had to

entertain the troops. When I saw him last year, he was in a wheelchair. It didn't matter. When I went to shake his hand, he brought me in and twisted my hand. He was 87 years old, and he still loved putting people in pain."

Stu had recently been hospitalized for complications related to pneumonia. Doctors believe that he suffered a stroke just before he died.

Immediately, the tributes followed. "Stu personified the qualities that distinguish Calgary and all Alberta," Alberta Premier Ralph Klein told the *Calgary Sun*, "Friendliness, good humor, a strong sense of fairness, compassion...and just being a down to earth fellow with no pretensions."

For Jericho, though, Stu will be eternally remembered for his shaky, hesitating speaking style and long monologues: "Everyone knows who Lou Thesz was, but no one can imitate his voice. Stu may be gone, but his voice lives on." ■



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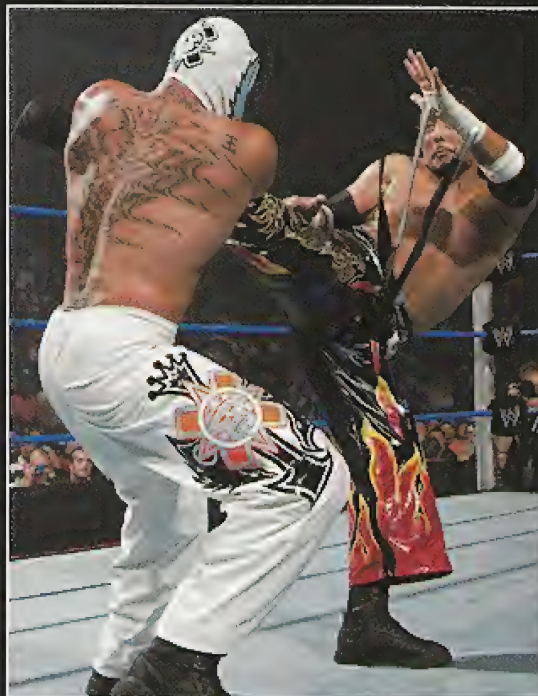
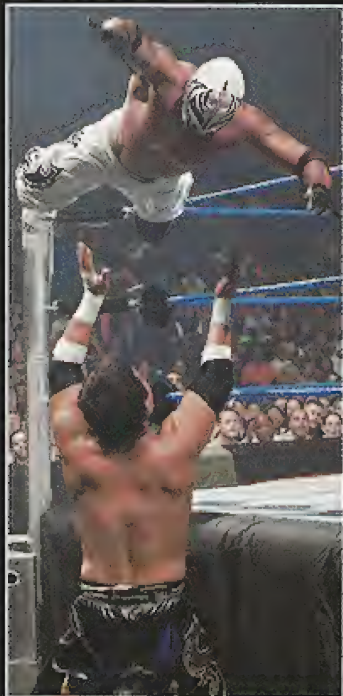


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Cruiserweight Championship

Tajiri def. Rey Mysterio

Two of the most dazzling cruiserweights in WWE collided in the opening match of No Mercy, as Tajiri defended the Cruiserweight title against former champ Rey Mysterio. Tajiri was warned about using his dangerous green mist in the match, but it turned out that he didn't need it. The bout was filled with fast-paced action and two-counts galore, but in the end, outside interference allowed Tajiri to pin a distracted Mysterio and retain his championship.

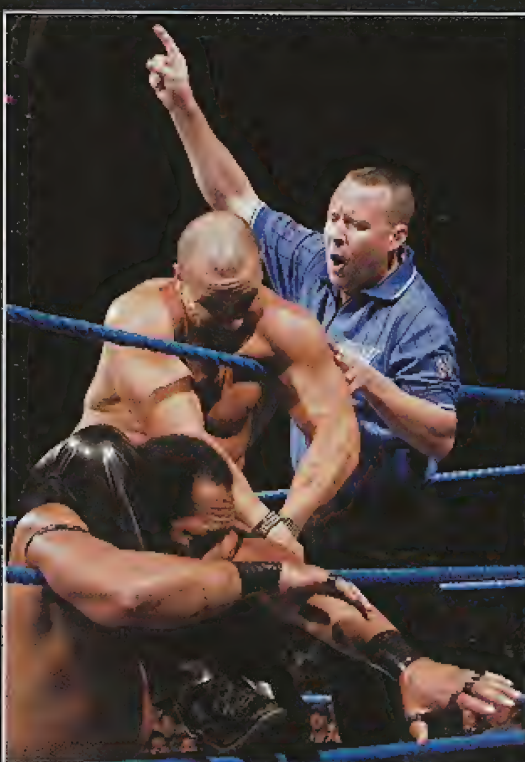
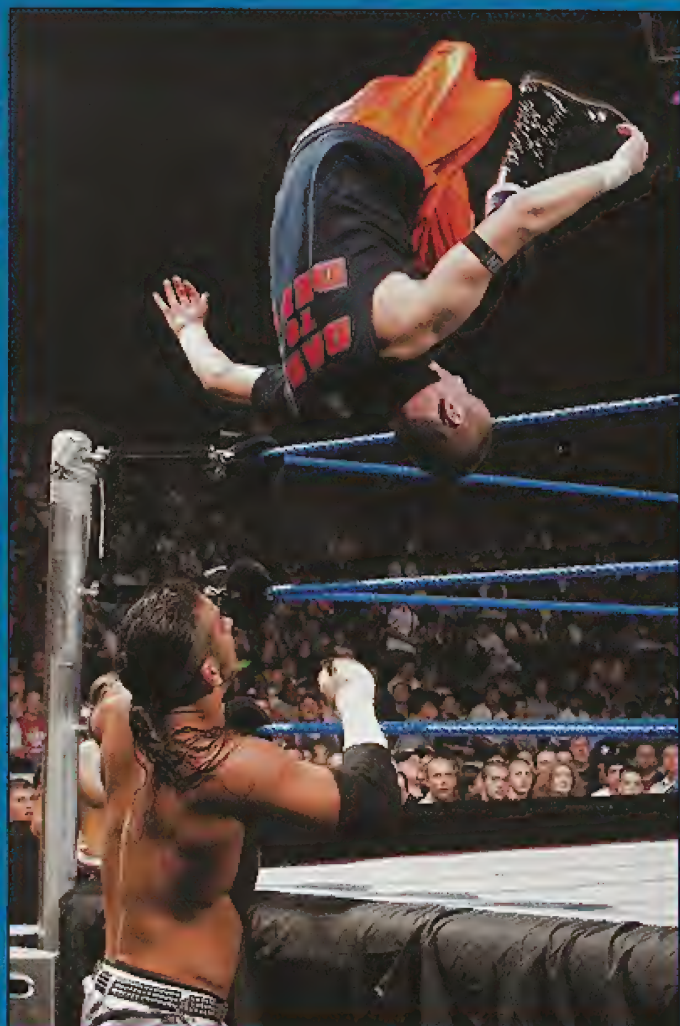


Chris Benoit def. A-Train

A-Train did his best to convince everyone that he was capable of beating Chris Benoit, but came up short when it came time to put up or shut up. A-Train became frustrated with Benoit's technical wizardry, and steel chairs came into play pretty quickly. The big man tried to use his size to dominate the match, and did a good job of it for a while, but Benoit's patient, precise style won out. Once he had sufficiently worn down A-Train, Benoit picked his spot to apply a submission finisher. Only this time, it wasn't the Crippler Crossface, but the Sharpshooter, a tribute to the late Stu Hart, whose son Bret first popularized the move in WWE.

Zach Gowen def. Matt Hardy

For weeks, Matt Hardy had made it abundantly clear that he was not happy with all the attention that Zach Gowen has been getting in WWE. Ironically, it was in his match with Hardy that Zach proved worthy of all the attention once and for all, not because of his handicap but because of his amazing talent. Gowen got the biggest victory of his WWE career over Hardy, nailing a picture-perfect moonsault.

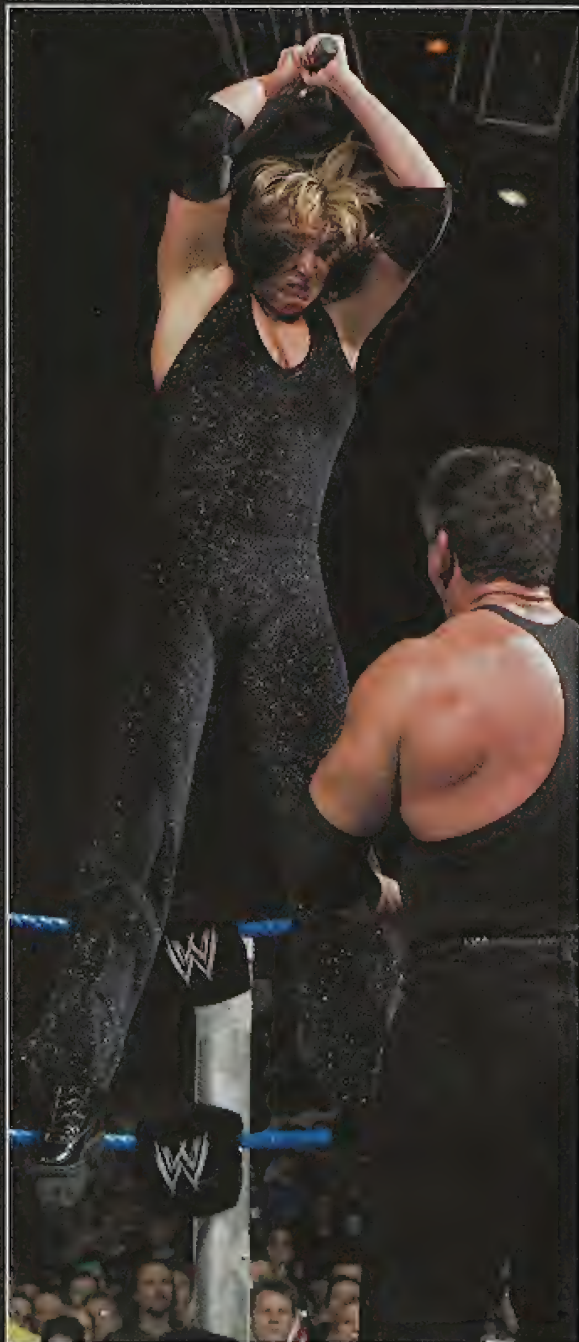


Basham Brothers (Danny & Doug) def. APA (Bradshaw & Faarooq)

Just a few days before taking the WWE Tag Team Championship from Los Guerreros on *SmackDown!*, the Bashams served notice that they meant business with a win over the APA, WWE's most tenured tag team. Granted, that win didn't come through the cleanest of tactics, but in WWE, let's face it—a win is a win. In this case, it was Shaniqua who helped her men along in the final moments, clocking Bradshaw over the head with a lead pipe to allow Danny Basham to log the three-count.

"I Quit" Match**Mr. McMahon def.
Stephanie McMahon**

It was something nobody ever thought they'd see, even in the strange world of WWE—a father/daughter I Quit match. And Vince meant business, dropping Stephanie with a clubbing blow to start things off. For a moment, Stephanie miraculously gained control of the match, but in the end, her father's brute force was just too much. A horrified Linda McMahon, who had pleaded with her husband not to go through with the match, finally threw in the towel on Steph's behalf.



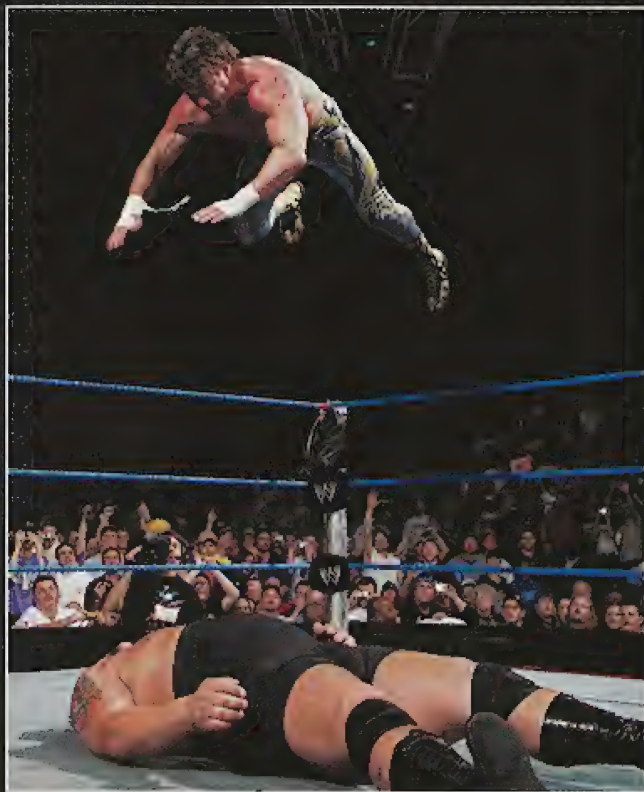
Kurt Angle def. John Cena

The mind games between Angle and Cena flew back and forth at a furious rate in the weeks leading up to this match. Both men had something to prove, and were determined to prove it. However, it seemed that no matter what he did, Cena could not hold down Angle for a count of three. The FU didn't work, and hitting Kurt with a chain proved futile, too. With his frustration, Cena got sloppy, giving Angle an opening to cinch in the ankle lock. Cena did what he could to get to the ropes, but in the end, he tapped out.



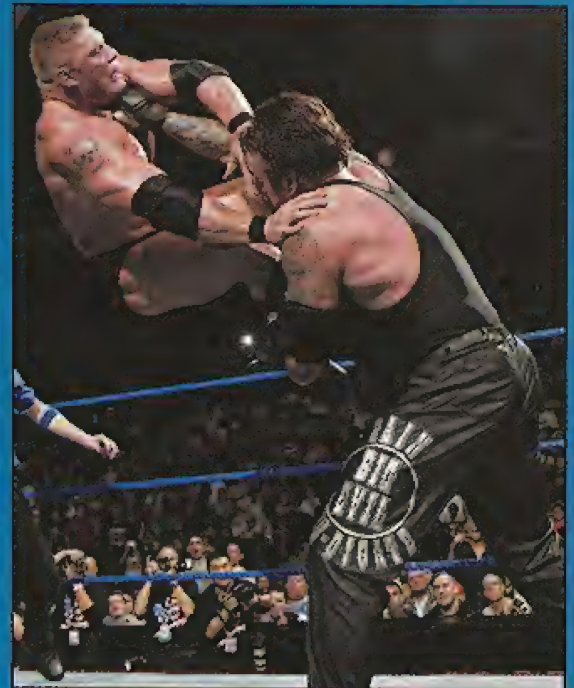
U.S. Championship The Big Show def. Eddie Guerrero

The acts of humiliation perpetrated against Big Show by Eddie Guerrero may have backfired against Eddie in the end, as an enraged Show was able to channel his aggression and take the United States title. The valiant Guerrero managed to get his foot on the rope to avoid losing after a first chokeslam, but a second chokeslam was just too much for Latino Heat.



WWE Championship Brock Lesnar def. Undertaker

For the second *No Mercy* in a row, Brock Lesnar and Undertaker squared off with the WWE Championship on the line. This time around, so many forces were aligned against the Deadman that he didn't stand a chance. Outside interference from the FBI served as a major distraction, preventing him from gaining the pin after a Last Ride. When 'Taker went to the top rope, Vince McMahon himself gave Brock an assist and knocked 'Taker down to the mat. This allowed Lesnar to cover for the win.



The Noble Savage

Catching Up with Macho Madness

By Brian Solomon

With his manic demeanor and flashy sequined capes, "Macho Man" Randy Savage was one of WWE's most recognizable Superstars of the 1980s and early '90s. Flanked by the lovely Elizabeth as he strode to the ring to the tune of "Pomp and Circumstance," Savage enjoyed popularity equal to that of Hulk Hogan, "Rowdy" Roddy Piper and Andre the Giant. A simple "Ohhh, yeeaaaahh" or "Dig it!" in his unmistakable raspy voice was enough to light up any crowd.

Now, Savage is putting that voice of his to a different use, one that no one could have predicted: Rapping. In October, the Macho Man released his first hip-hop CD, *Be a Man*, and has thrown himself into this new career path.

His previous career gained him world renown and seemed predestined. The son of 1950s and '60s wrestler Angelo Poffo, Randy grew up in the business.

"It was really fun," recalls the Macho Man. "A lot of the wrestlers would come over to meet my dad for a ride, so I got to meet a lot of those that were on television. I'd say about 95 percent of them were real nice to me, shook my hand and all that. Being a kid, I was star-struck."

In high school, Randy Poffo played football, basketball and baseball. At first, it looked like it would be baseball where he would make his mark. After graduation, he went straight into the minor leagues, playing in the farm systems of the St. Louis Cardinals, Cincinnati Reds and Chicago White Sox.

But the lure of the ring was in his blood, and he eventually entered the family business, in which his father was already an established star, which helped. He made his pro debut in the mid-1970s, and soon thereafter got his famous ring name when wrestler/promoter Ole Anderson commented that "the kid wrestles like a 'Savage'."

Savage competed throughout the old territorial system, in places like Detroit, Amarillo, Texas and later his dad's Kentucky-based company, International Championship Wrestling (ICW). Ending a long-running feud with Jerry Jarrett's

Memphis territory, Savage, along with his dad and brother, "Leaping" Lanny Poffo, buried the hatchet and went to work the promotion. It was while working there that Randy got a fateful call.

"Vince McMahon came to me and





Madness Reigns Supreme: From 1988 to 1989, Savage wore the top prize, reigning as WWE Champion and enjoying a popularity rivaled only by that of Hulk Hogan. Here he proudly poses with the lovely Elizabeth.

said, 'I'll guarantee you an opportunity,' he remembers. "I said, 'That's good enough for me.' That was the break I was waiting for. That was what made me."

The flashy and flamboyant Savage was a perfect fit for the expanding organization, then in the midst of becoming the world's premier provider of sports-entertainment. On June 17, 1985, "Macho Man" Randy Savage made his first appearance at a WWE TV taping in Poughkeepsie, New York.

Almost immediately, the brash young competitor caught the fans' attention

with his kinetic interview style and a level of aerial technique rarely seen in competitors his size. At the start of 1986, he won the Intercontinental Championship from Tito Santana in Boston Garden to begin a reign that would last over a year.

"That was my first break after coming to the company," he says. "I wanted to prove I could take the ball and run with it. That's what started things rolling. It gave me instant credibility."

Ironically, it was the match in which Savage lost the I-C title that is best remembered. At *WrestleMania III* in the

Pontiac Silverdome, Savage and Ricky "The Dragon" Steamboat engaged in a classic that literally stole the show.

"That's the biggest rush I ever had in my life," Savage says. "To go down the aisle in front of 93,000-plus was unbelievable. Nothing in my life compared to it. Knowing the place was sold out, knowing that it was the world indoor record, and

"I felt very bad for Elizabeth. We weren't in constant contact with each other; we'd agreed to go on with our lives."

then participating in that match, being able to compete with someone with the athletic ability of Ricky Steamboat. It made my own abilities known to the world. It was a phenomenal opportunity. I compare everything to that rush right there."

Although he lost his title, the publicity from the match made Savage an even bigger star. Before 1987 was out, his popularity ran second only to the WWE Champion, Hulk Hogan. It was only fitting that the Hulkster and the Macho Man would form an alliance: The Mega-Powers.

After Hogan's first title reign ended at the start of 1988, a golden opportunity presented itself. Savage seized it, as he won four tournament matches in a single night to snare the vacant WWE crown at *WrestleMania IV*. He would stand atop the wrestling world for a full year.

"It was fun, but I also knew from growing up with my dad, it was a responsibility to be a leader to the other wrestlers," he explains. "It's a responsibility for a lead dog to make the dressing room productive, and get everyone feeling good about themselves."

Savage was the next major champion to follow the Hulkster, but it was Hogan who brought that title reign to an end after the Mega-Powers exploded at *WrestleMania V*. The Macho Man continued to be a major player in WWE for the

next few years, morphing for a while into the villainous "Macho King," before once again embracing fans in an emotional reunion with Elizabeth at *WrestleMania VII*.

By the beginning of the 1990s, the era of the "New Generation" had arrived, and Savage began playing less of an in-ring role. He spent some time as an announcer, and was part of *Monday Night Raw*'s original broadcast team. A brief return to action in 1992 saw Savage enjoy a second WWE Championship reign at the expense

"I went to work for WCW for 5 years, and found out the wrong way to run a wrestling company."

of Ric Flair. But at the end of 1994, Savage walked away from WWE and headed south to the old WCW.

Although the Macho Man got a chance to return to full-time competition, and wore the WCW World title on several occasions, he does not look back fondly on his years spent in that organization.

"I wrestled for Vince for 10 years and found out the right way to run a wrestling company," he says. "Then I went to work for WCW for 5 years, and found out the wrong way to run a wrestling company. It was completely different under Vince McMahon. Vince is the leader, the one calling the shots. In WCW, they had all chiefs and no Indians. Just a real mess."

In recent years, Savage has been in semi-retirement, choosing not to compete on the independent circuit. Satisfied with the legacy he's left behind, he's chosen instead to pursue different ventures. For instance, he played the role of Bonesaw McGraw in the 2002 blockbuster motion picture *Spider-Man*, duking it out with

Live and in Public, If You Will: Savage puts the squeeze on Dusty Rhodes, whom he feuded with in 1990.



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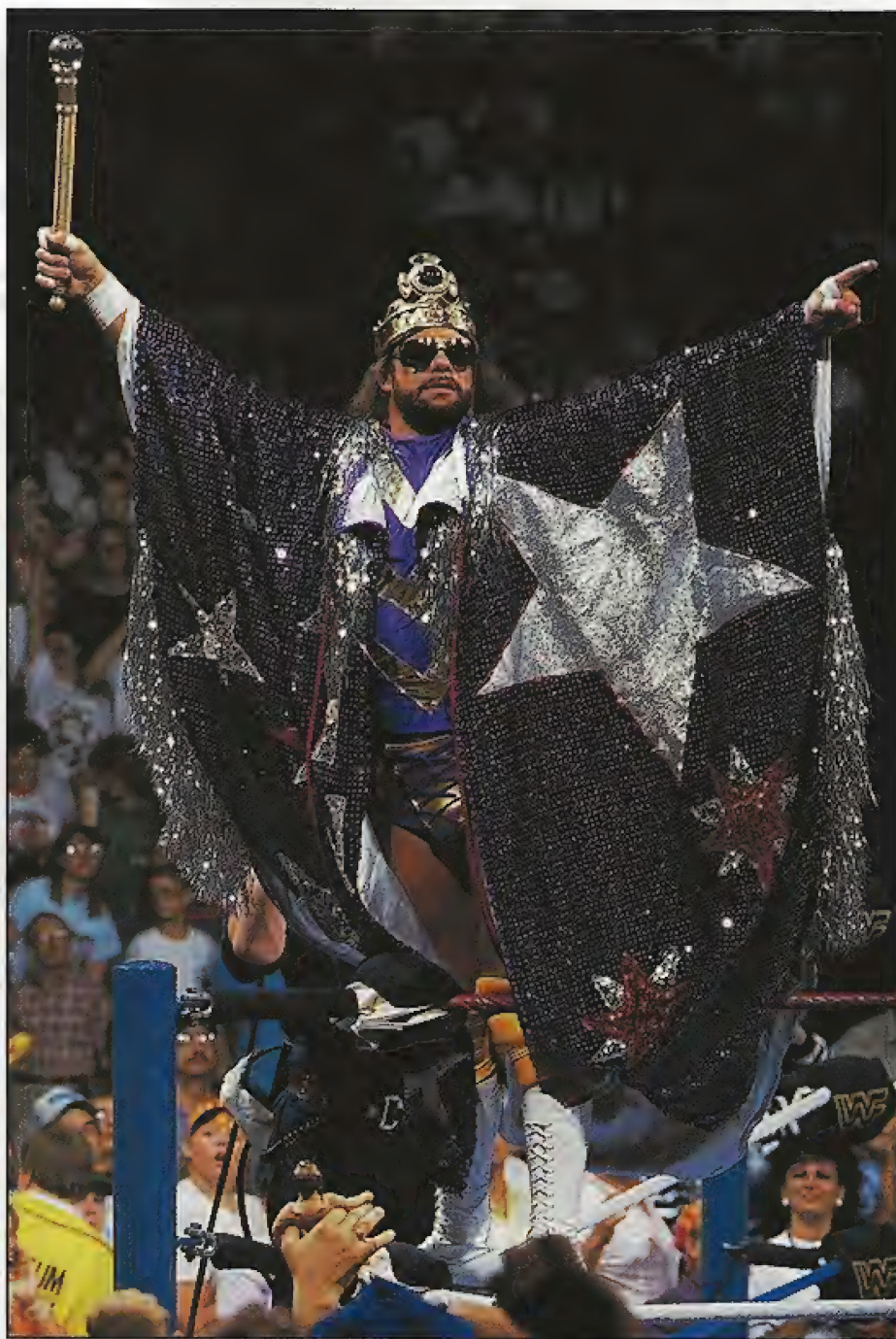
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*Nintendo GameCube game contains fewer songs.



At the end of the '80s, the Macho Man transformed into the Macho King after he defeated Hacksaw Jim Duggan for the distinction.

Peter Parker in a steel cage.

"[Director] Sam Raimi was really fun to work for," he says. "It was kind of like we were working with him instead of for him."

Earlier this year, Savage was deeply

saddened by the passing of his ex-wife Elizabeth Hulette. Although the two had been divorced for ten years, they will always be associated in the hearts of fans that watched their unique relationship unfold on TV.

"That was real sad," Savage says. "A friend of mine told me about it. That's what a friend does; he's a bearer of bad news. I felt very bad for her and her family. We weren't in constant contact with each other; we'd agreed to go on with our lives."

After mourning Elizabeth's death, the Macho Man entered a new phase of his life. After doing a promotion involving boxers represented by Big 3 Records chairman Bill Edwards, Savage was offered a chance to join Edwards' label as a rap artist. He jumped at the chance, and the result is *Be a Man*, the Macho Man's debut album released October 7.

"I've been a fan of music my whole life," he says. "A lot of people can be touched by music. When I got the opportunity to do this, it was like the opportunity Vince McMahon gave me to come up to New York and express myself with my talent. Now, I've gotten the chance to express myself in the music world. I'm not one that's gonna write a book, like everybody's doing now. This is my book, my first CD. I plan on coming up with more CDs, if the public embraces it."

Featuring a cameo by hip-hop performer DJ Kool (responsible for the late '90s hit "Let Me Clear My Throat"), the album also included a tribute to the late "Mr. Perfect" Curt Hennig entitled, "My Perfect Friend." As Savage embarks on a nationwide media tour in support of the new release, the obvious question remains in the minds of surprised fans: Why rap?

"Because I can't sing!" laughs Macho. "Basically, if I tried to sing, it would just be a joke. I don't take myself real seriously on this rapping, but because of my voice, it seems to work. I'm not saying I'm the world's greatest rapper. I'm just trying to entertain my wrestling fans, and possibly bring some of my wrestling fans over to the hip-hop world."

Unorthodox? Yes. Unexpected? Very. But it's all par for the course for one of sports-entertainment's most unorthodox and unpredictable Superstars. Randy Savage has made a career of shocking and thrilling fans, and hopes to continue doing so in his new chosen field. Clearly, Macho Madness is still running wild. ■



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Greatness Unleashed

Unleashed in the East Tour

Kobe, Japan

July 19, 2003

Jamie Noble is one of *SmackDown!*'s top cruiserweights, and has quite a résumé of amazing matches to his credit. He's enjoyed a reign as Cruiserweight Champion, and has competed for that title on many occasions. When questioned about his favorite match, the one he chose was not even one that was televised. Rather, it was a bout contested during *SmackDown!'s Unleashed in the East Tour* of Asia. Noble challenged then-Cruiserweight Champion Rey Mysterio in Kobe, Japan, in a classic encounter that stands out in his mind as the greatest of his career.

"That was an incredible night," Noble remembers. "Competing with Rey is always a great challenge, but that night was something special. There were no TV cameras or anything, but we still gave our all for the fans, and they appreciated it."

Fortunately, our photographers were on-hand throughout the *Unleashed in the East Tour*; thus, we are able to provide these rare and amazing shots of Noble and Mysterio in action from that night.

Noble points out that the style of the match was very different from what one might expect on an American show. To appeal to the tastes of the Japanese crowd, the two competitors, both experienced at wrestling in front of a Japanese audience, altered their approach to really get the fans going.

"They say that Japanese fans are really reserved, but not that night!" says Noble. "They were so into it, and they let us know. I think Japanese fans are much more used to the submission style of wrestling than those here in the States, so we focused more on submissions. Because that's what they're familiar with, the Japanese fans really responded."

"I've wrestled Rey many times, but that was different because it was such a different type of match. We also wound up competing for about 20 minutes, a lot

longer than most of our matches, so we had a lot of time to really entertain the fans and show what we were capable of."

Despite the fact that Noble singles the match out as his favorite, it was Mysterio whose hand was raised in victory that night. Yet, the experience of putting on such an incredible athletic performance

else can, and he helps bring out the best in me. It's great that we're both in the Cruiserweight Division on *SmackDown!*, because it means we get to compete against each other a lot."

Certainly, the fans live at Kobe World Hall for the final night of the *Unleashed in the East Tour* got to see something one-of-



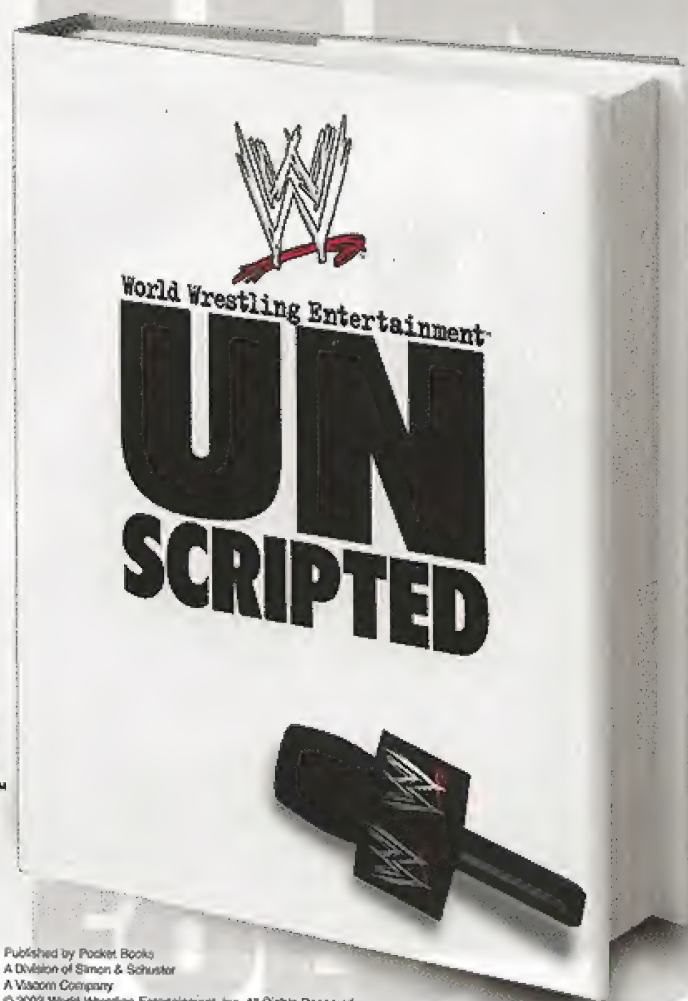
with a competitor of the caliber of Mysterio is what Noble remembers with such fondness. And although the two have had their differences on television, on that night they displayed a rare show of sportsmanship and respect for each other when the match was over.

"I love wrestling Rey in general," says Noble. "The guy is a human highlight reel. He can do things in there that no one

a-kind, something that was presented for them alone. Yet outstanding matches such as this have occurred at many of WWE's untelevised events presented in arenas nearly every day of the week. Not everything worth seeing happens on television, and anyone who considers him- or herself a true WWE fan is missing out if they haven't attended a live show lately. Take it from Jamie Noble. ■



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(Wait 'til you see the one left in your pants.)



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Multiple Choice:

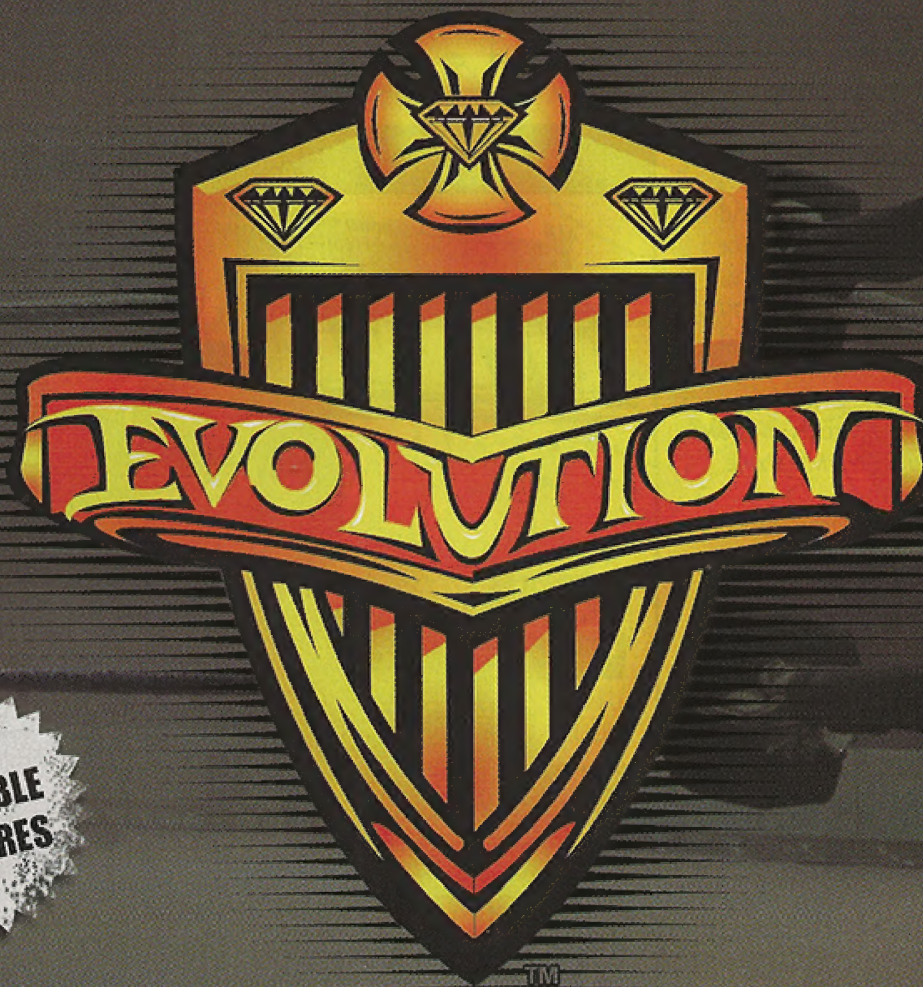
- Who defended the WWE Championship in the first Iron Man match on WWE television?
 - ☐ a. Bret "Hit Man" Hart
 - ☐ b. Sycho Sid
 - ☐ c. Kurt Angle
- Who was the manager of "Superstar" Billy Graham?
 - ☐ a. "Classy" Freddie Blassie
 - ☐ b. Oliver Humperdink
 - ☐ c. The Grand Wizard
- Which *SmackDown!* Superstar was once known as Hugh Morrus?
 - ☐ a. Matt Hardy
 - ☐ b. Billy Kidman
 - ☐ c. Bill DeMott
- What is Eddie Guerrero's finishing move?
 - ☐ a. Flying Elbow Drop
 - ☐ b. Boston Crab
 - ☐ c. Frog Splash
- Who was A-Train's tag team partner when he was known as the "Hip-Hop Hippo"?
 - ☐ a. Grandmaster Sexay
 - ☐ b. Scotty 2 Hotty
 - ☐ c. Undertaker
- Tazz made his WWE debut at which event?
 - ☐ a. *WrestleMania XVI*
 - ☐ b. 2000 *Royal Rumble*
 - ☐ c. 1999 *Survivor Series*
- Which of the following was never Cruiserweight Champion?
 - ☐ a. Rey Mysterio
 - ☐ b. Ultimo Dragon
 - ☐ c. Chavo Guerrero
- Which event this year was the first *SmackDown!*-only pay-per-view?
 - ☐ a. *Vengeance*
 - ☐ b. *Bad Blood*
 - ☐ c. *No Mercy*
- What annual pay-per-view did *Bad Blood* replace this year?
 - ☐ a. *Armageddon*
 - ☐ b. *King of the Ring*
 - ☐ c. *Fully Loaded*
- Who opposed Pat Patterson in the famous 1981 Alley Fight at Madison Square Garden?
 - ☐ a. Sgt. Slaughter
 - ☐ b. Ken Patera
 - ☐ c. Magnificent Muraco
- Strike Force consisted of Tito Santana and...
 - ☐ a. Rick Martel
 - ☐ b. Tom Zenk
 - ☐ c. Ivan Putski
- Who did Orlando Jordan face in his first WWE match?
 - ☐ a. John Cena
 - ☐ b. Undertaker
 - ☐ c. Chris Benoit

Answers: 1. a. 2. c. 3. b. 4. a. 5. b. 6. c. 7. c. 8. b. 9. c. 10. b. 11. c. 12. a.

Answers:



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You're Welcome!

A wise man once told me, "Tazz, sometimes in life you have to be humble!" Well, this is not one of those times!

Therefore, I would like to thank Me (Tazz!) for breaking ground for this awesome new magazine that I named, *SmackDown!* All you "Tales from the Hook" fans probably realize that it's because of me (Tazz!) that we now have this new sleek, fresh, very sharp and outstanding monthly magazine. And for all you non-"Tales from the Hook" fans, you will rapidly realize that you're missing the boat on the worldwide buzz called Tazz! You see, I'm not just smart, I'm not just sexy, but I'm also a trendsetter.

Here's a look at what I wrote in the November 2002 issue of *WWE Magazine*. Let the history lesson begin:

I have a question to pose to Barry Werner, publisher of all WWE publications. Hey, Barry (if that's your real name), why the hell is there a RAW Magazine and not a SmackDown! Magazine?

I think that RAW Magazine is a cool magazine, but I think SmackDown! would be a much cooler one, because SmackDown! is the better show.

All the bums who work for Publications... sitting on their asses behind their desks... is there a problem with what we do? You don't like SmackDown!? The SmackDown! talent just gets thrown into WWE Magazine, under the WWE banner? Do I need to show up at the office and start straightening out people—the way only a thug from Red Hook can?

Hey, Barry Werner, not for nothing, but get your head out of your ass before you get choked out. Do the right thing before I tell Stephanie and she slaps the taste out of your mouth. Let's get a SmackDown! Magazine going. Right now.

SmackDown! needs to get its own magazine. Enough said. Get it done, Barry.

Ya see? If you haven't noticed, in my



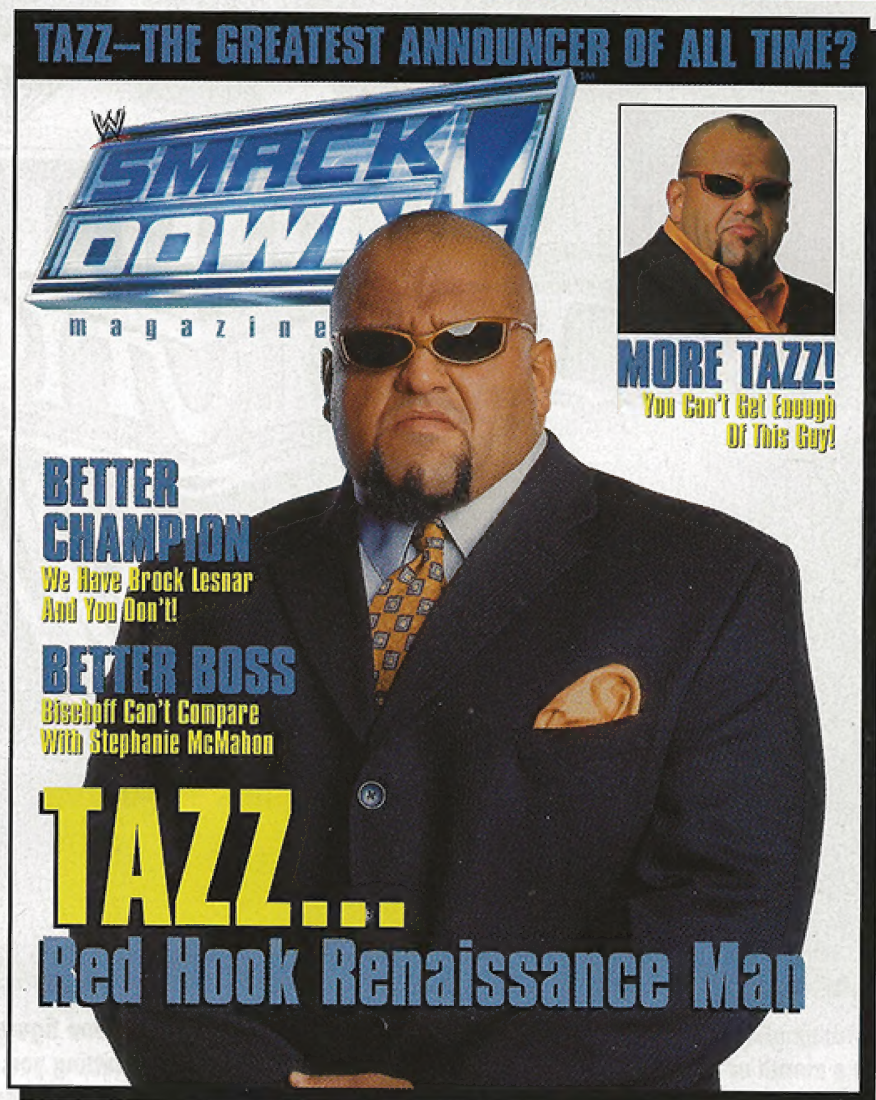
opening of this very fine edition of "The Hook" (that's what we call it here at Just Another Victim Headquarters) there were many "I's" and "me's." That's because no one else had the guts to tell it like it is—or should I say, like it was, in regards to *SmackDown!* and *Raw*.

So in closing, we at J.A.V.H. are extremely proud of the success of *SmackDown!* and of this new mag. One

more thing, I would like to thank absolutely *no one* for the new and lovely *SmackDown! Magazine* except everybody's favorite Thug Superstar, Tazz! ■

Tazz's Top-Three Dogs

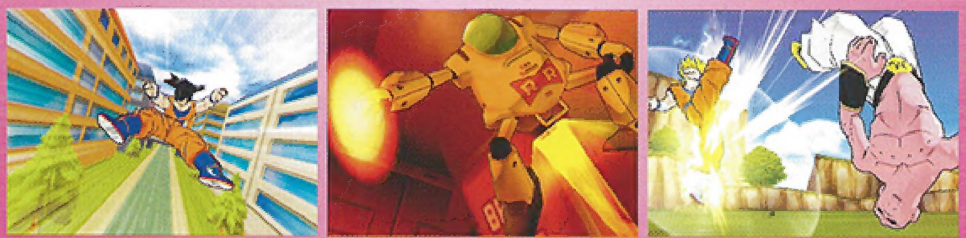
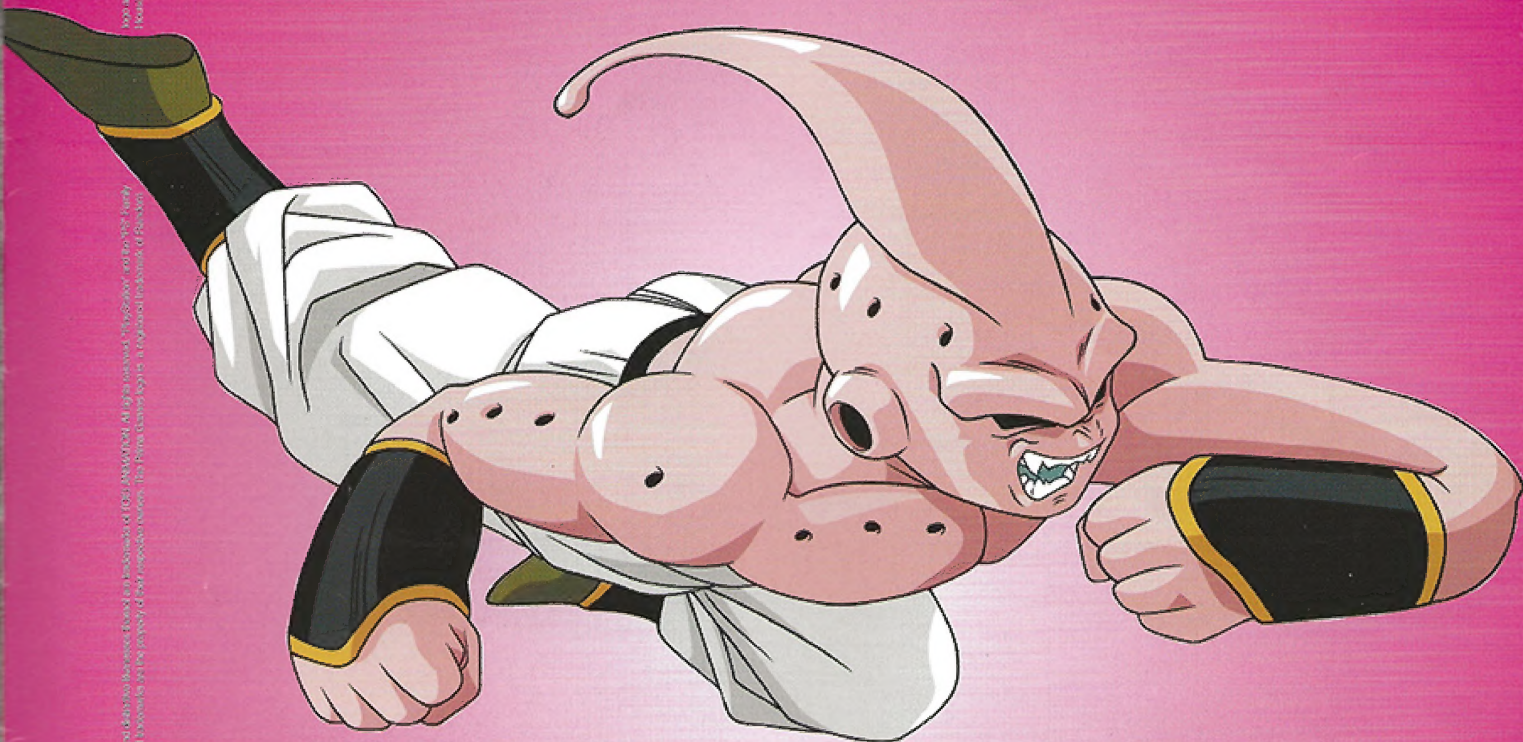
1. Rottweiler
2. American Pit Bull
3. French Bulldog



Wishful Thinking? Maybe not. The above "cover" was created by our designers to illustrate what a *SmackDown! Magazine* might look like back when Tazz wrote his November 2002 column. Little did we know, the Thug Superstar was on to something.

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YES, YES, YES, YES, YES, YES, YES, AND HELL YEAH.



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